

FIG. 1

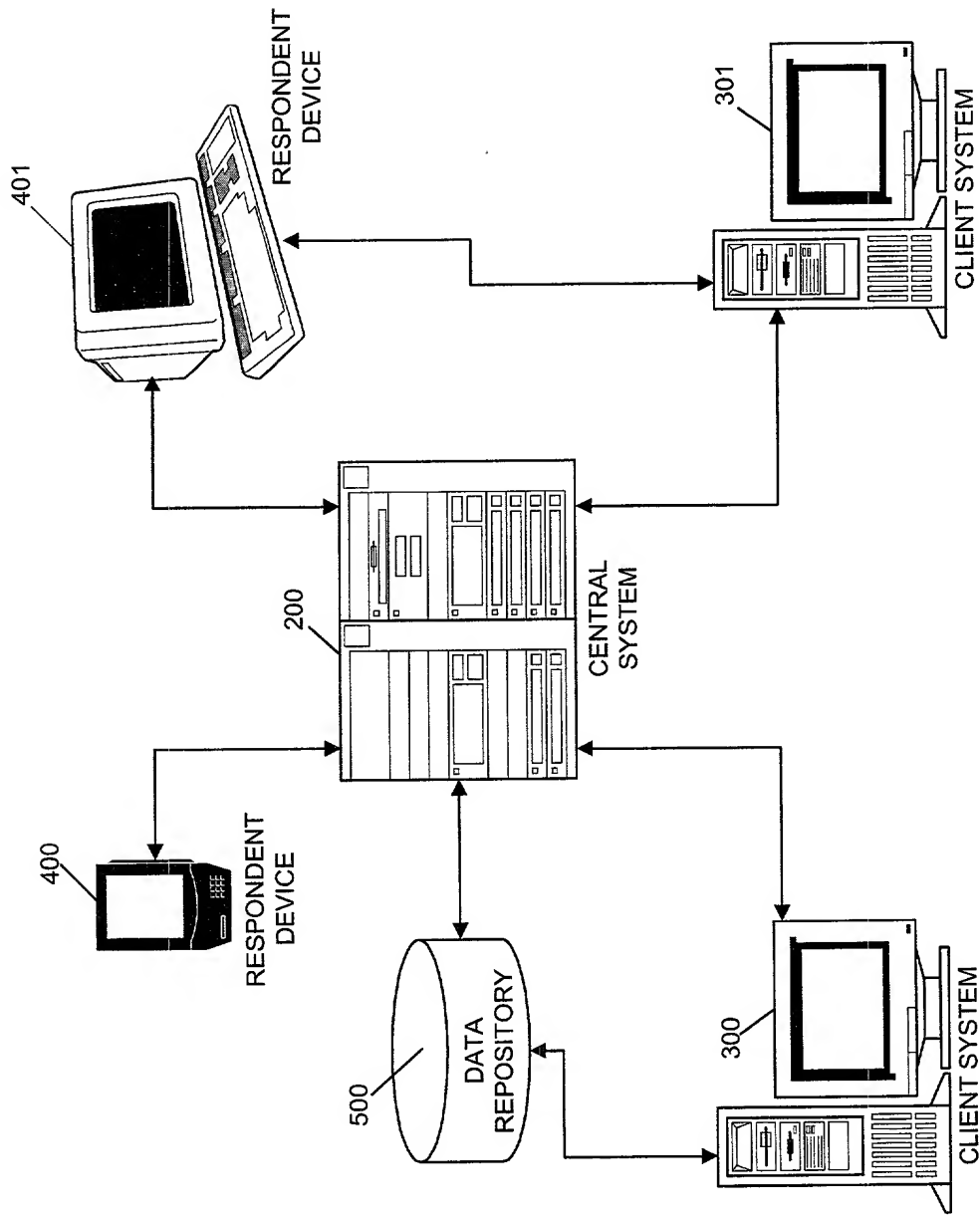


FIG. 2

200

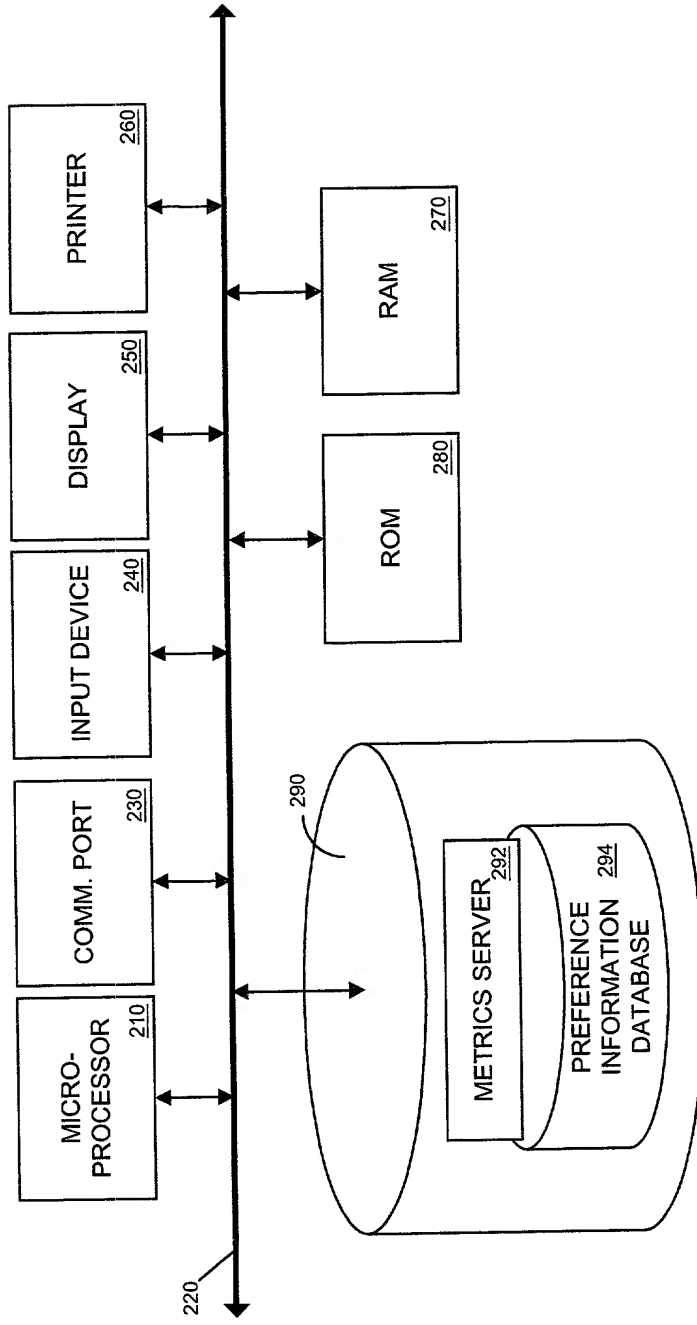


FIG. 3

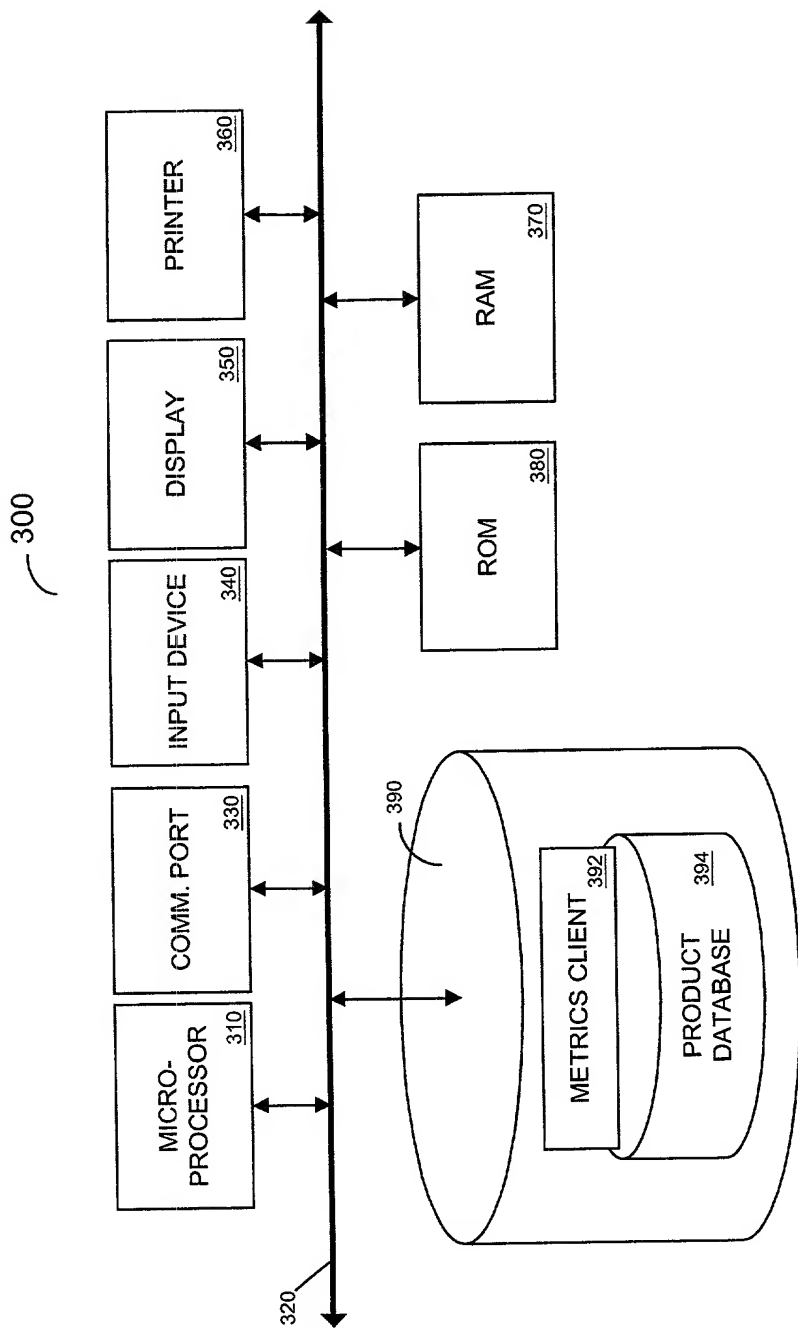


FIG. 4

294

RESPONDENT: JOHN Q. PUBLIC; PRODUCT: LUXURY SPORTS CAR		510
ATTRIBUTE <sup>512</sup>	ATTRIBUTE LEVEL/ASSOCIATED UTILITY	514
HORSEPOWER	200/0; 250/17; 300/25; 350/29	
MILES PER GALLON	20/X; 25/0; 30/11; 35/28; 40/29	
COLOR	BLUE/7; RED/0; BLACK/12	
PRICE	\$45,000/40; \$55,000/0; \$65,000/X	
BRAND	PORSCHE/22; BMW/0; MERCEDES/17	

FIG. 5

394

PRODUCT: LUXURY SPORTS CAR							610
PRODUCT <sup>620</sup>	HORSE POWER <sup>630</sup>	M.P.G. <sup>640</sup>	COLOR <sup>650</sup>	BRAND <sup>660</sup>	PRICE <sup>670</sup>	CLIENT PRODUCT? <sup>680</sup>	EXISTING PRODUCT? <sup>690</sup>
328i	200	25	BLUE	BMW	\$45000	Y	N
330i	300	20	RED	BMW	\$65000	Y	Y
C230	400	30	BLACK	MERCEDES	\$45000	N	Y

FIG. 6

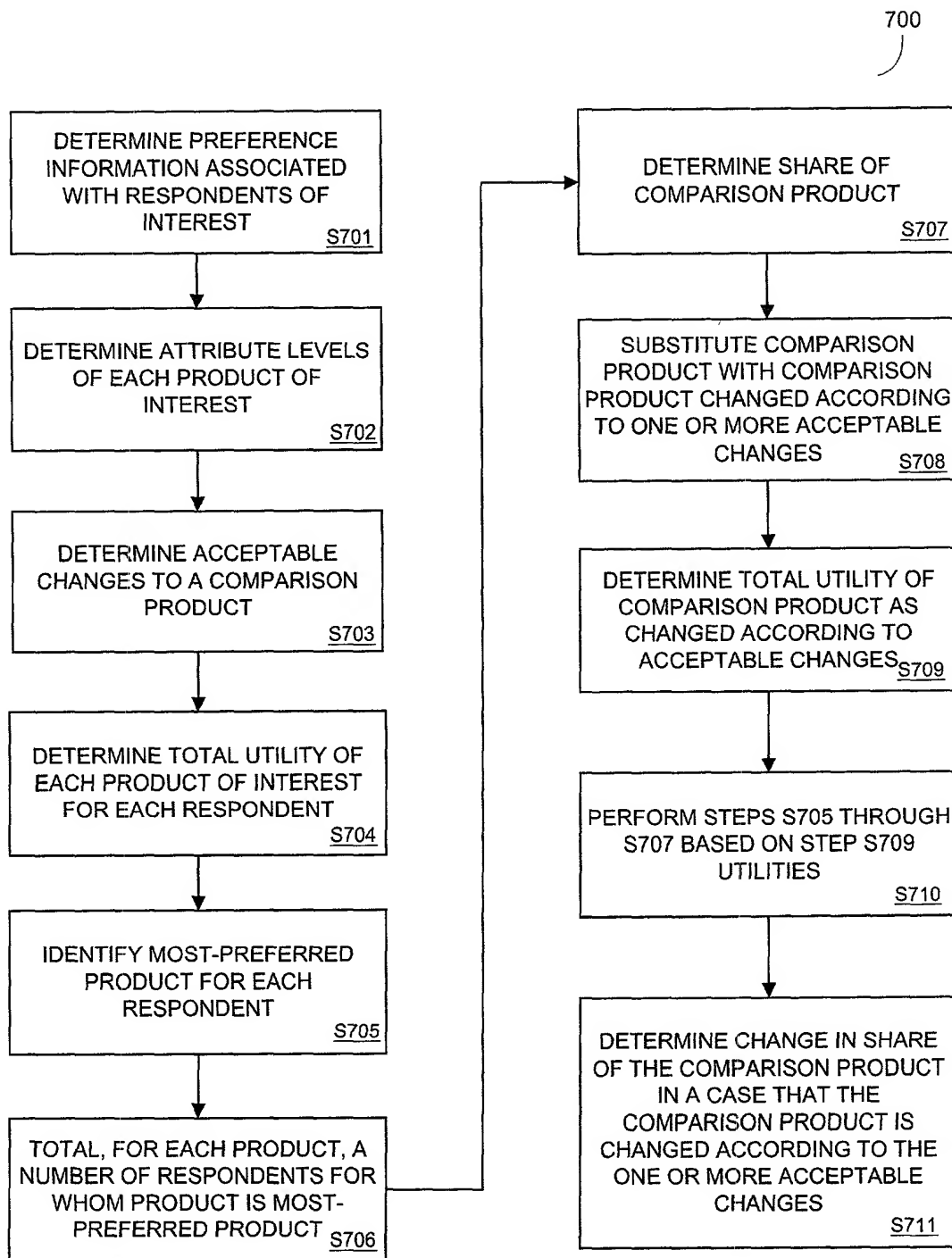


FIG. 7

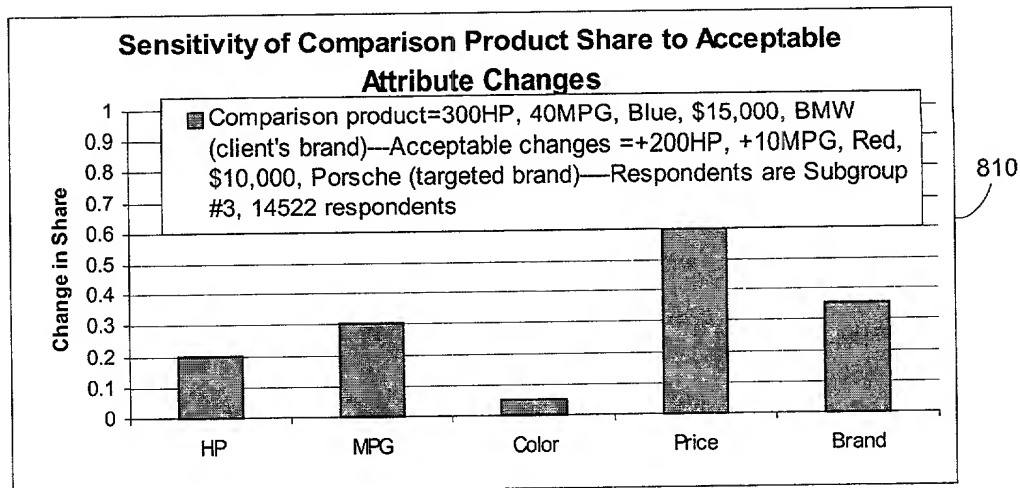


FIG. 8a

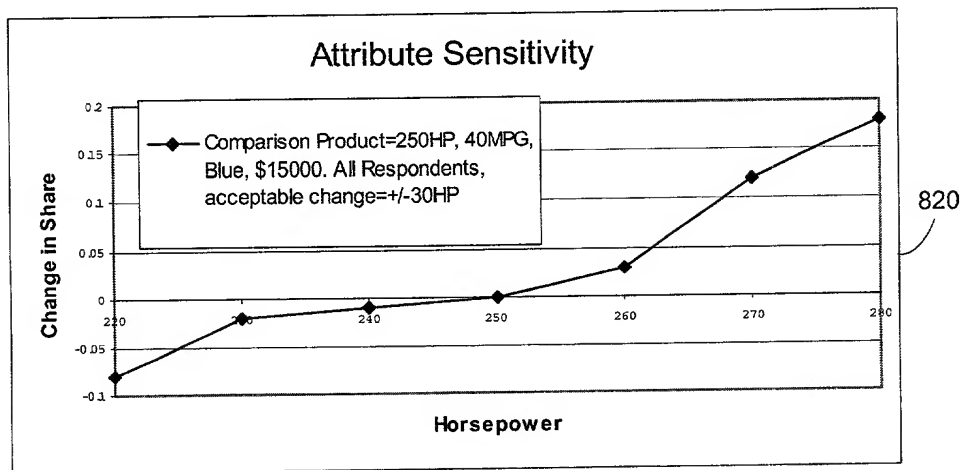


FIG. 8b

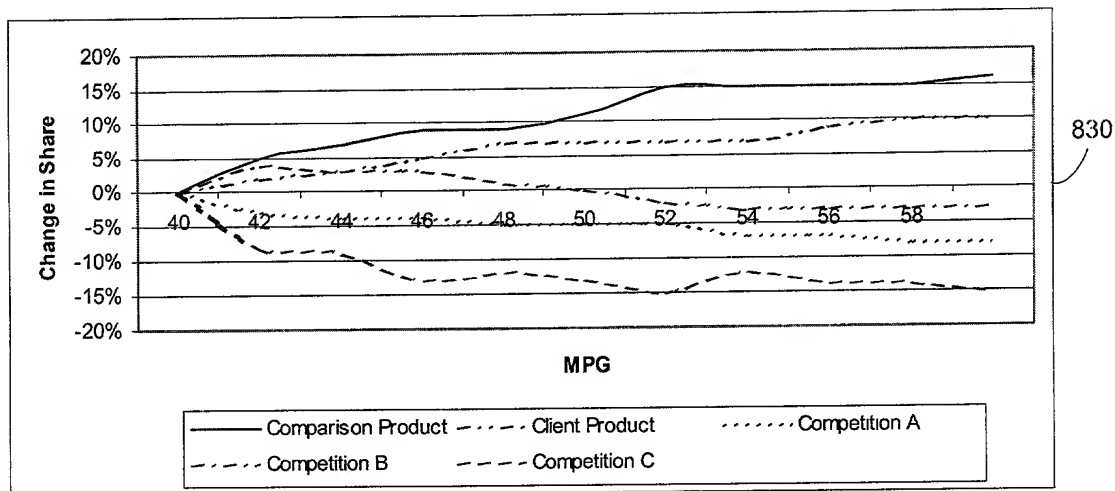


FIG. 8c



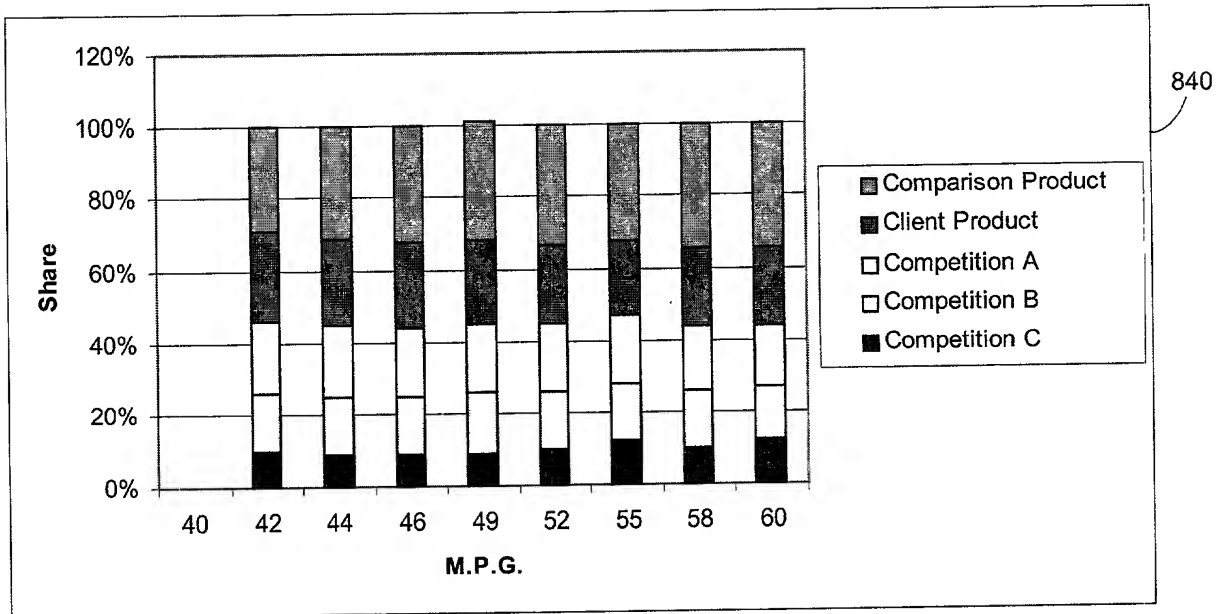


FIG. 8d

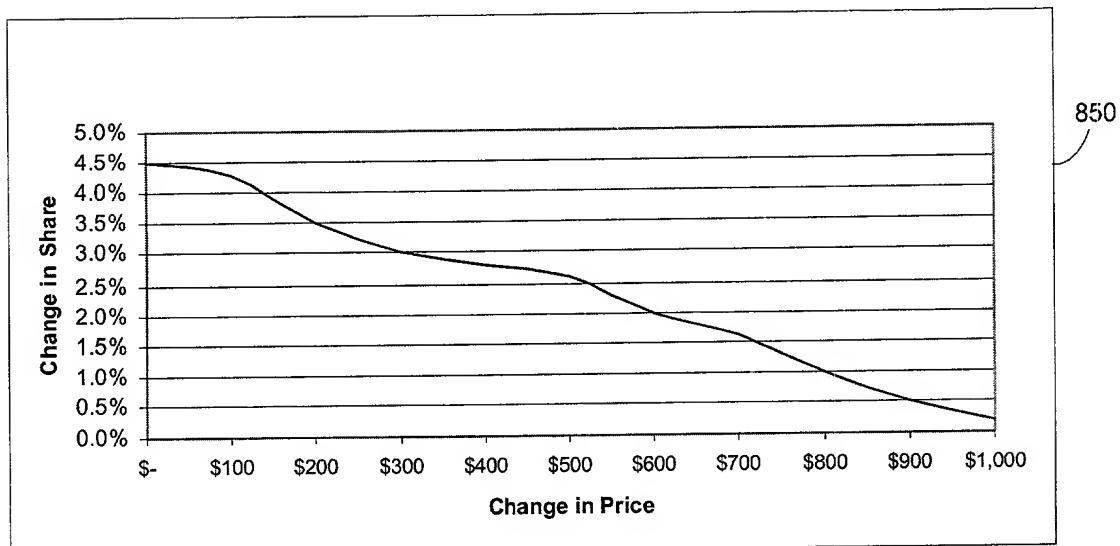


FIG. 8e

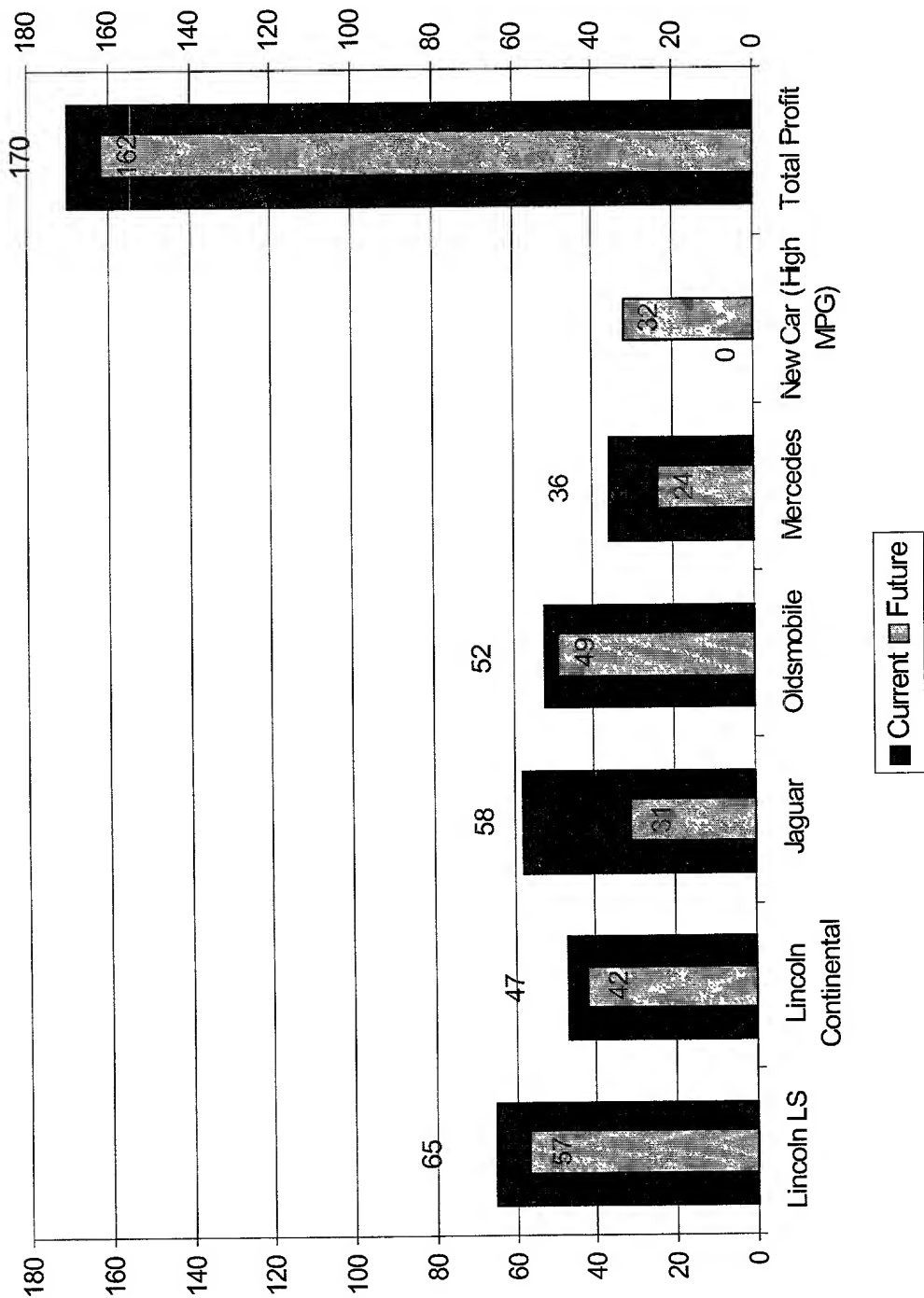


FIG. 8f

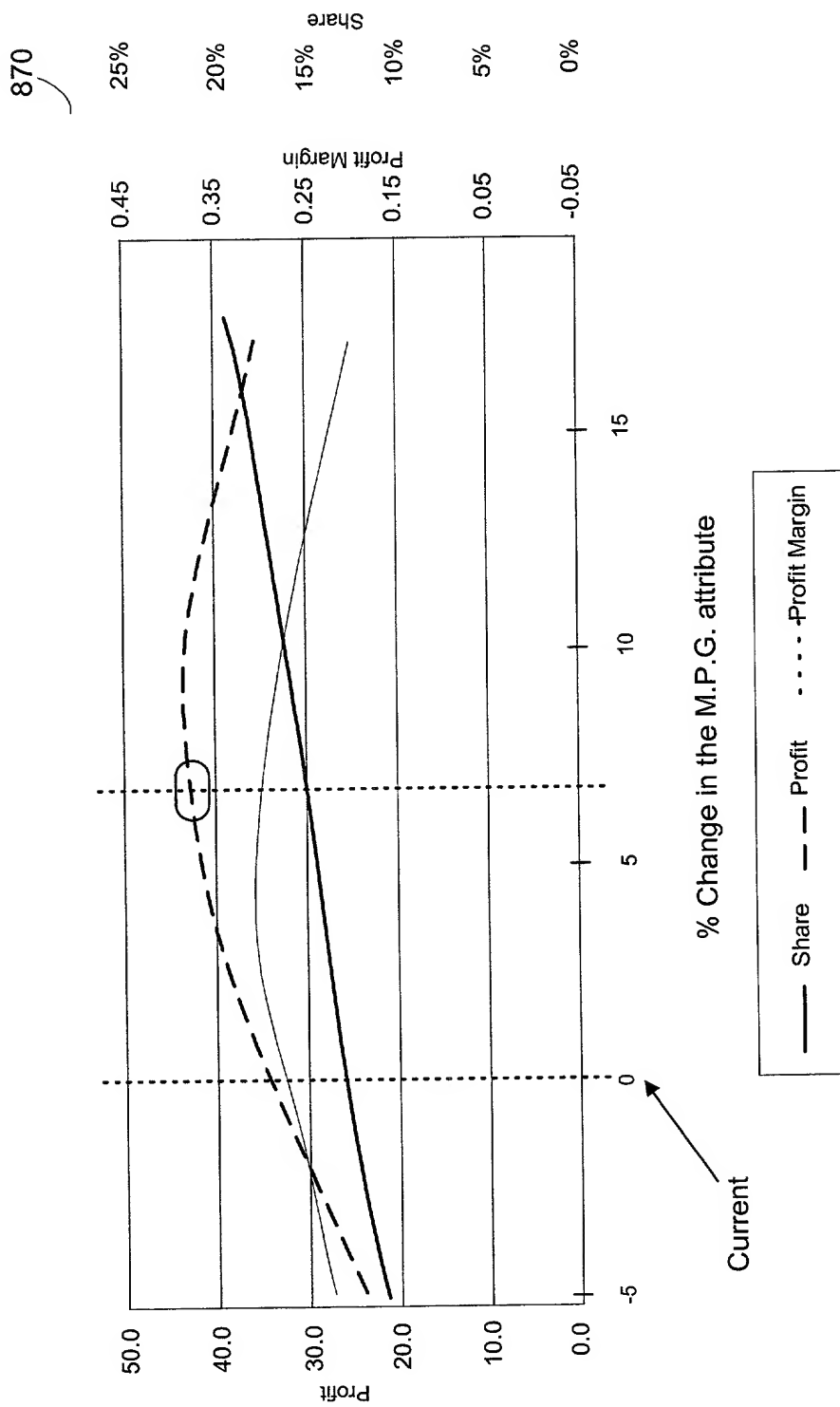


FIG. 8g

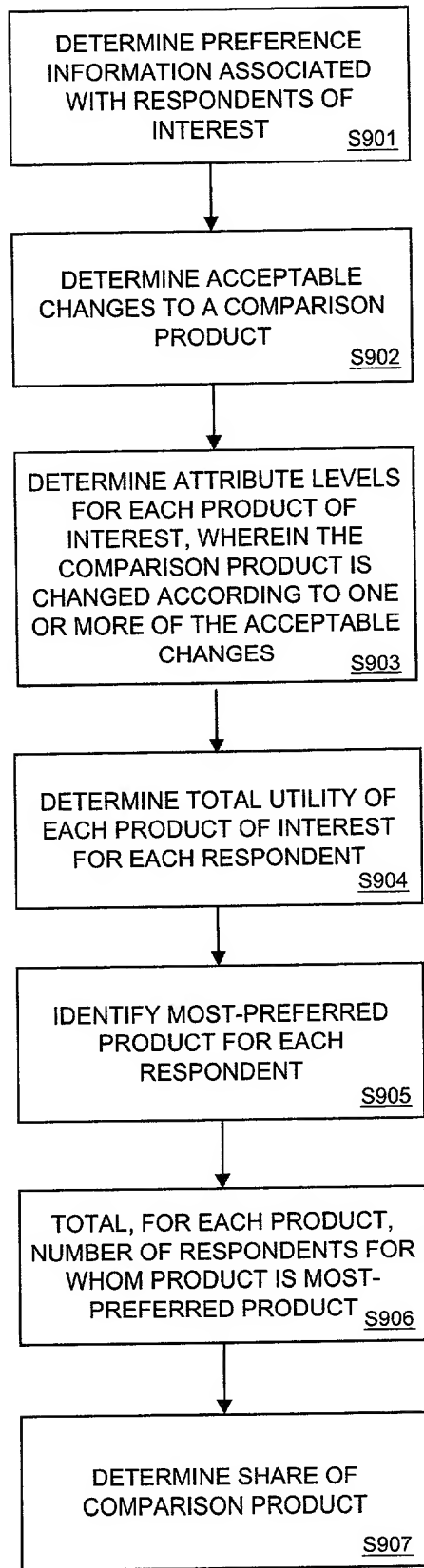


FIG. 9

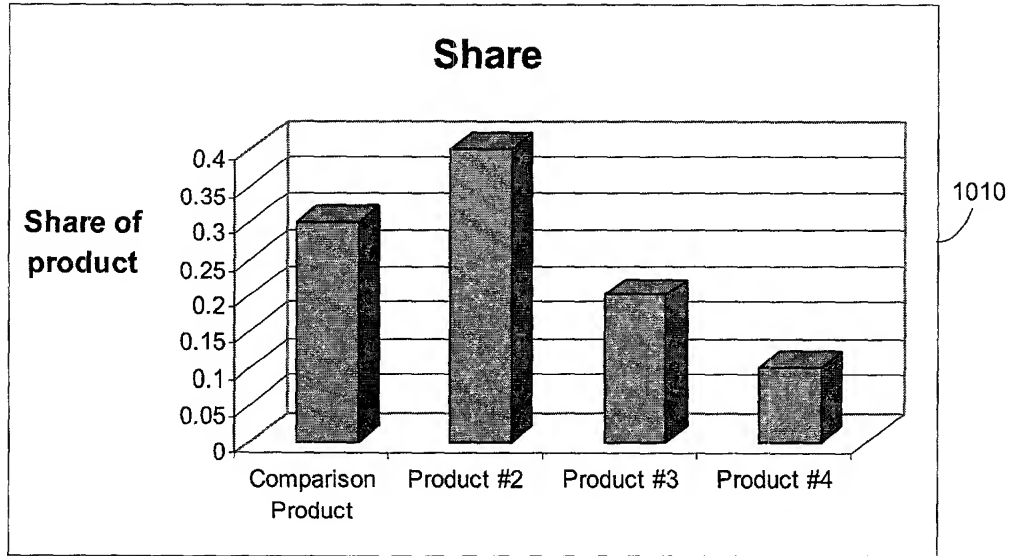


FIG. 10a

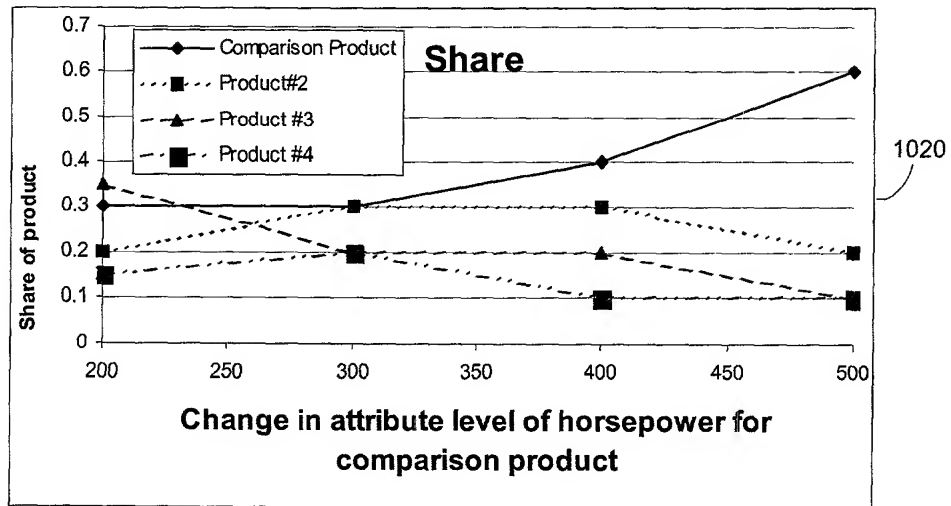


FIG. 10b

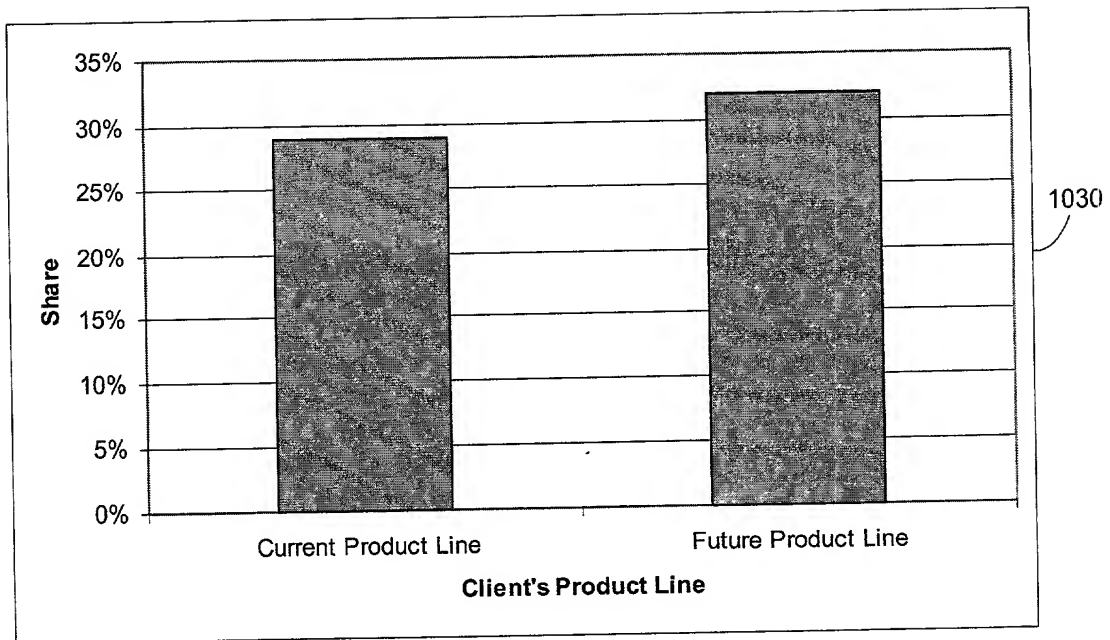


FIG. 10c

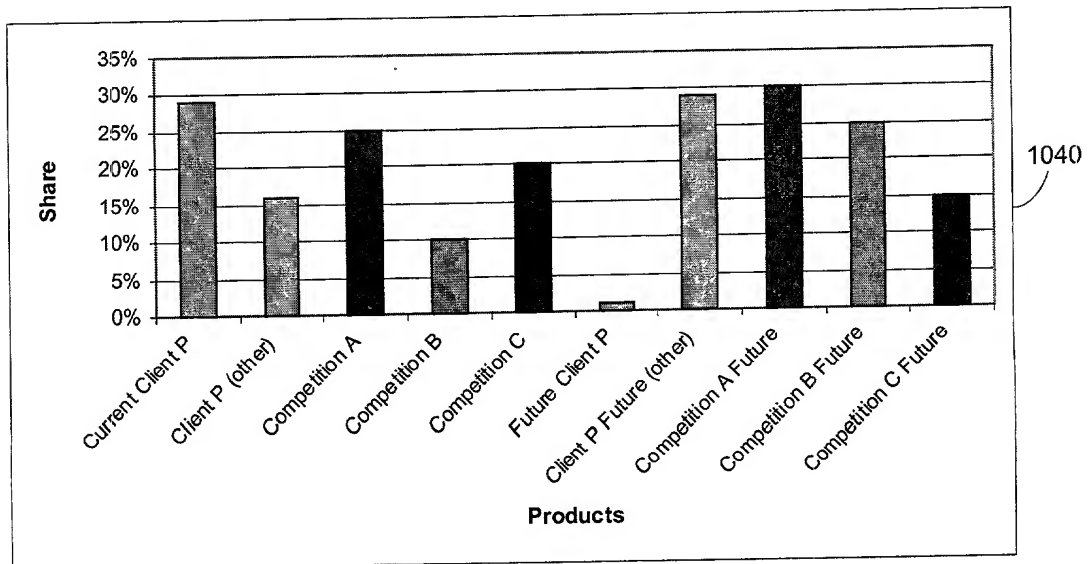


FIG. 10d

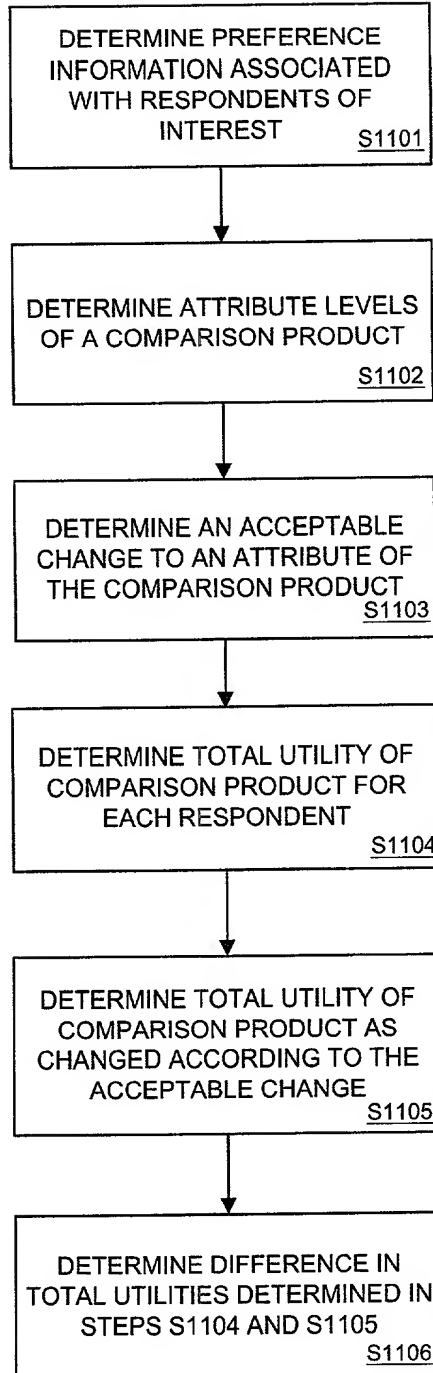


FIG. 11

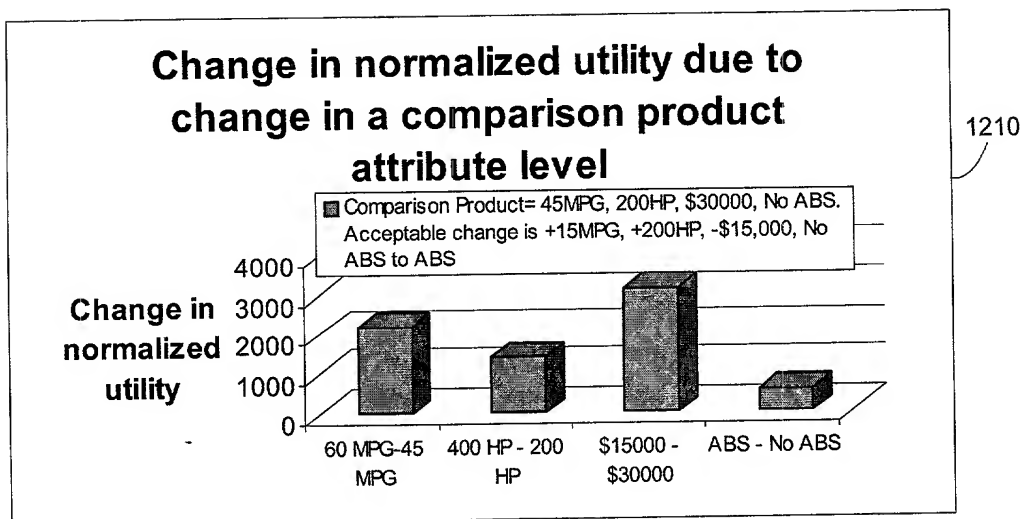


FIG. 12a

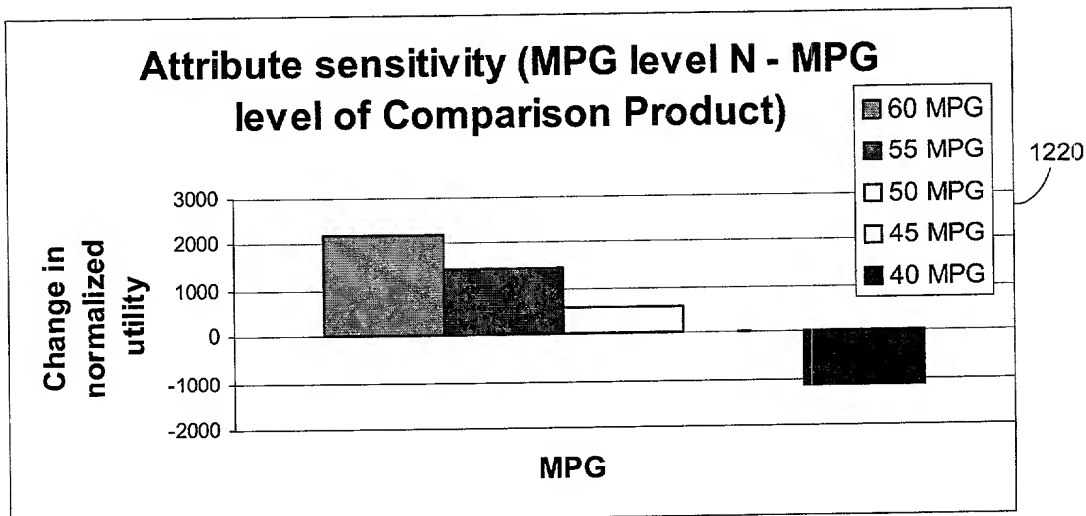


FIG. 12b

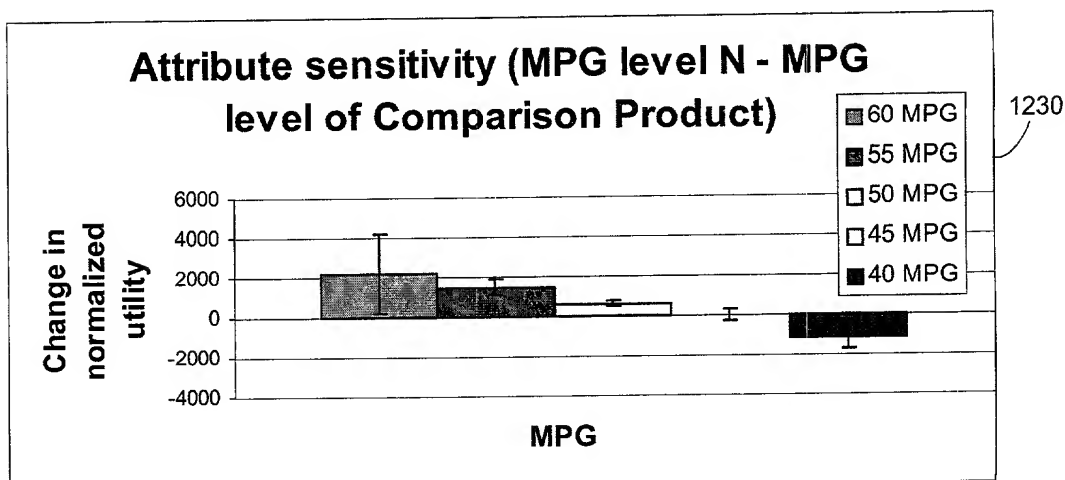


FIG. 12c



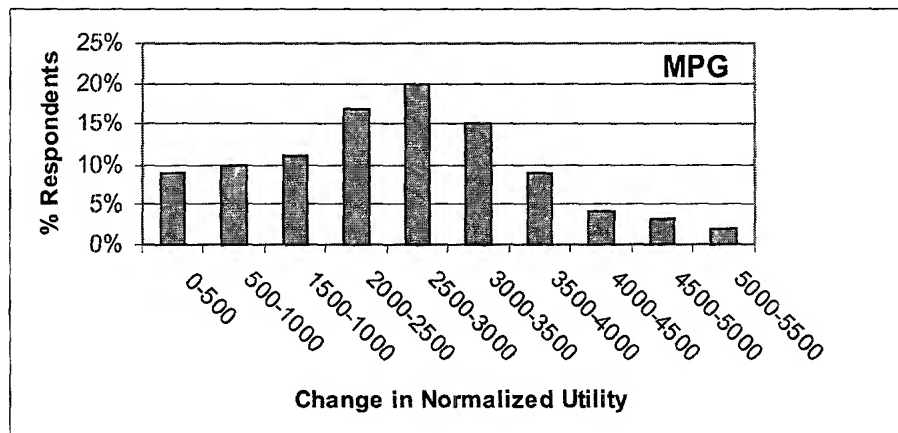


FIG. 12d

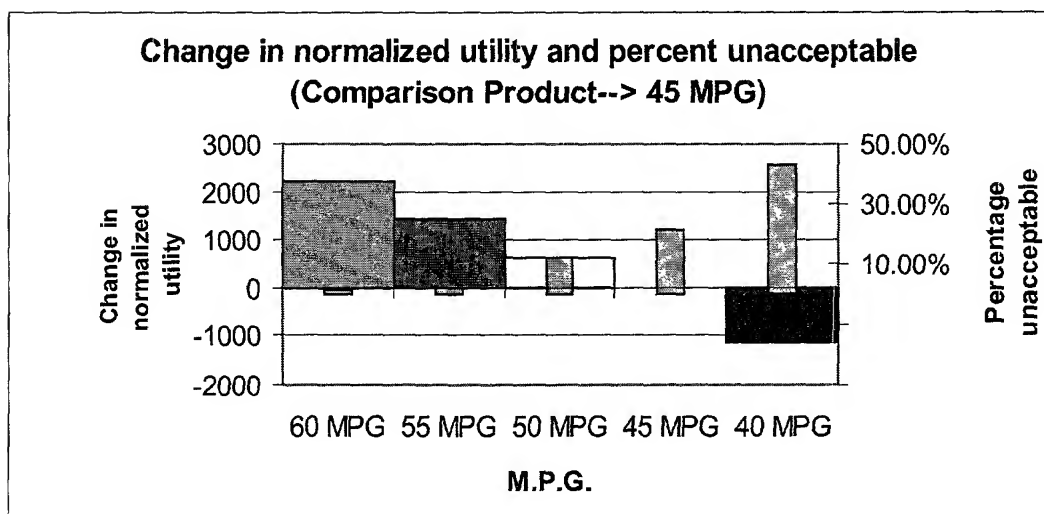


FIG. 12e

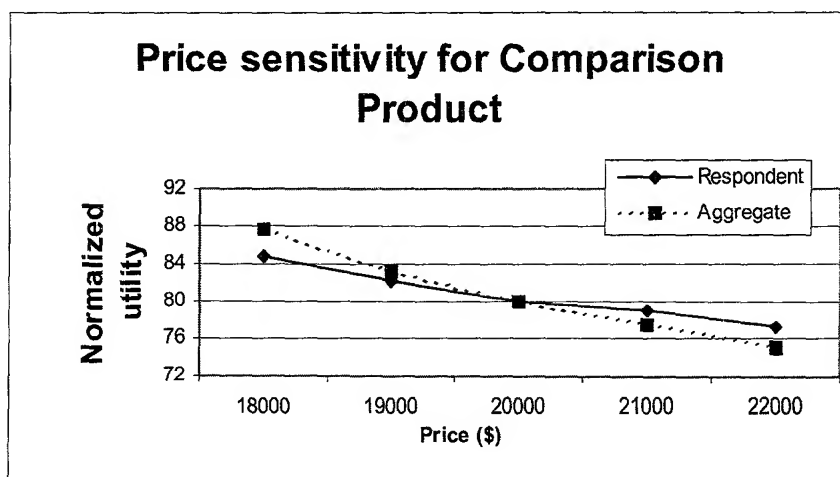


FIG. 12f

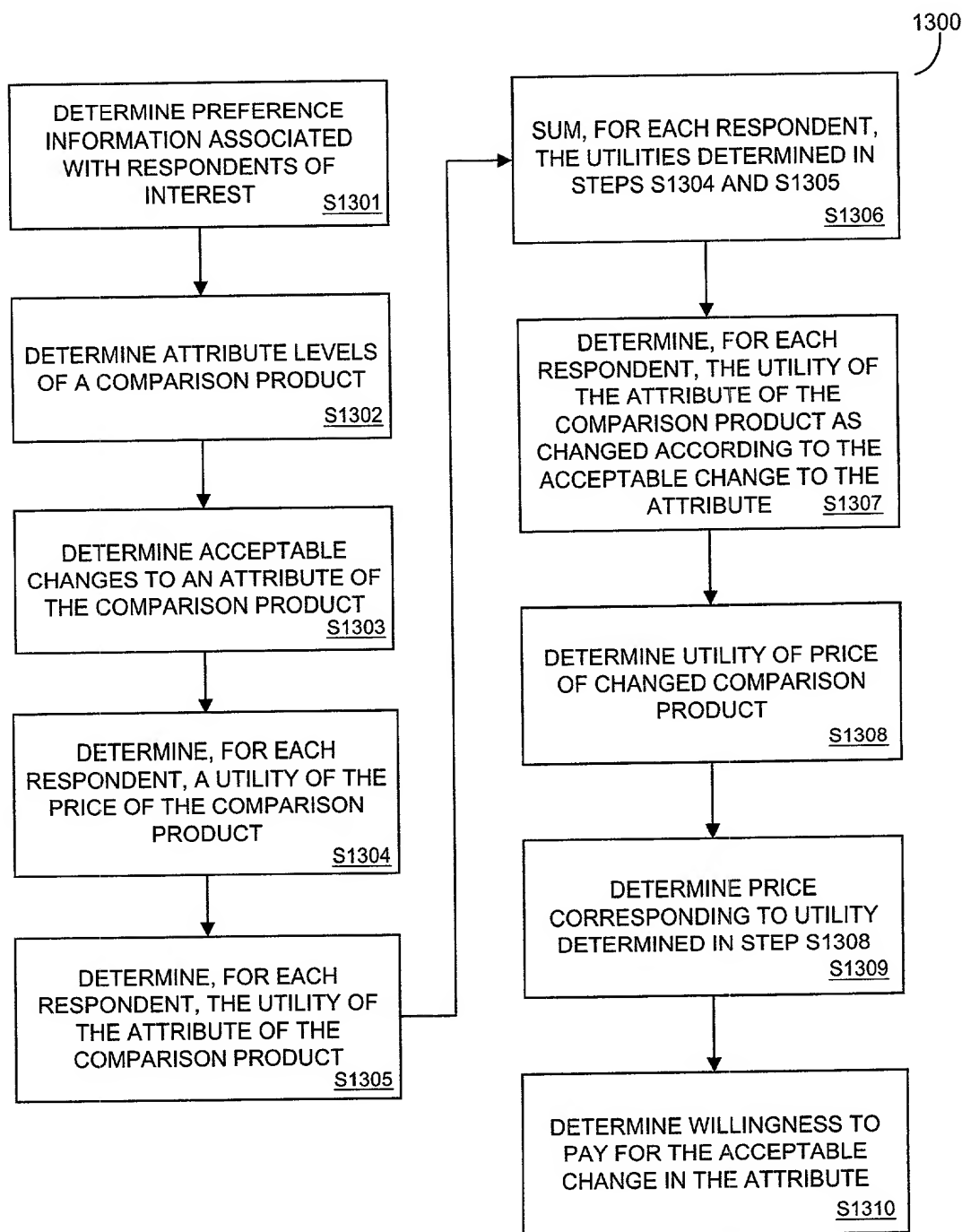


FIG. 13

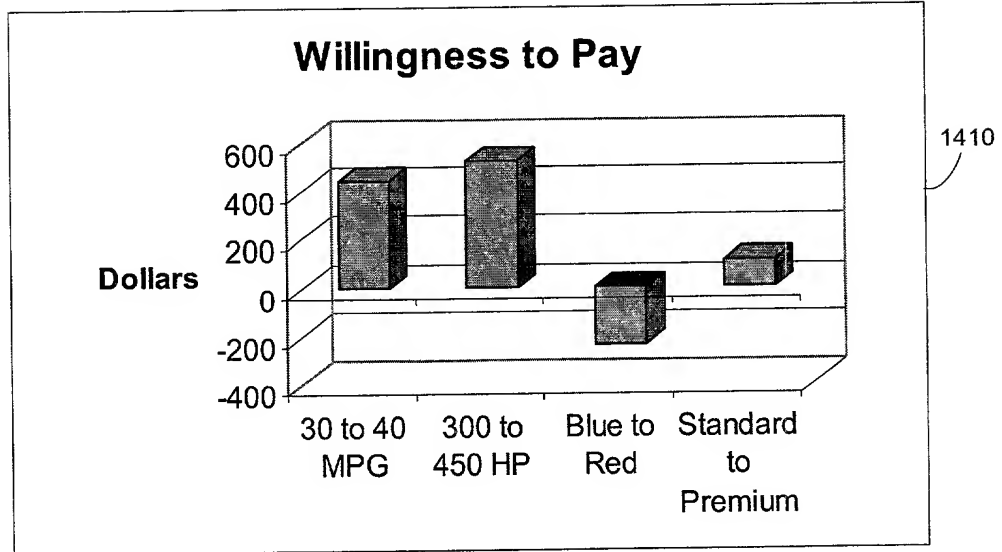


FIG. 14a

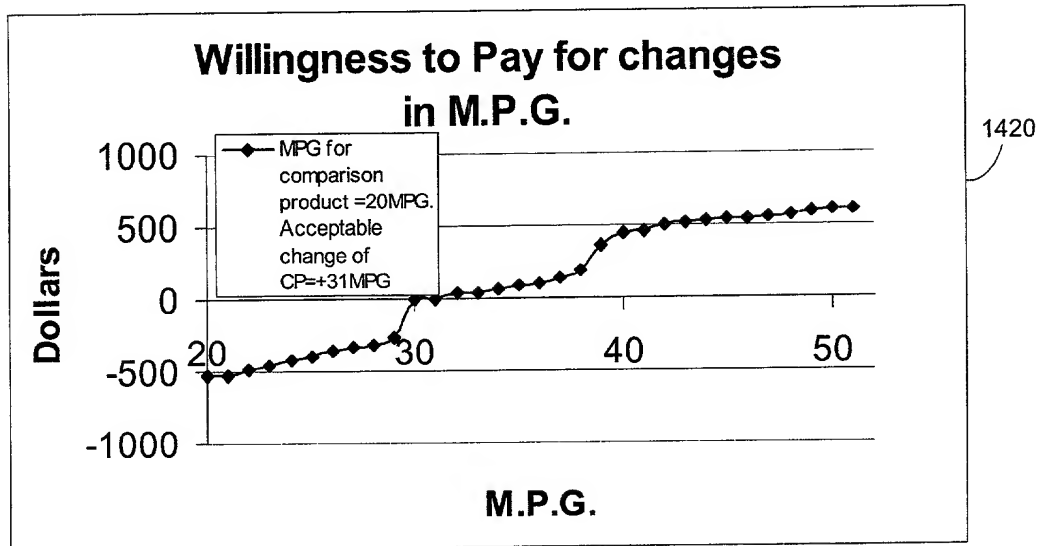


FIG. 14b

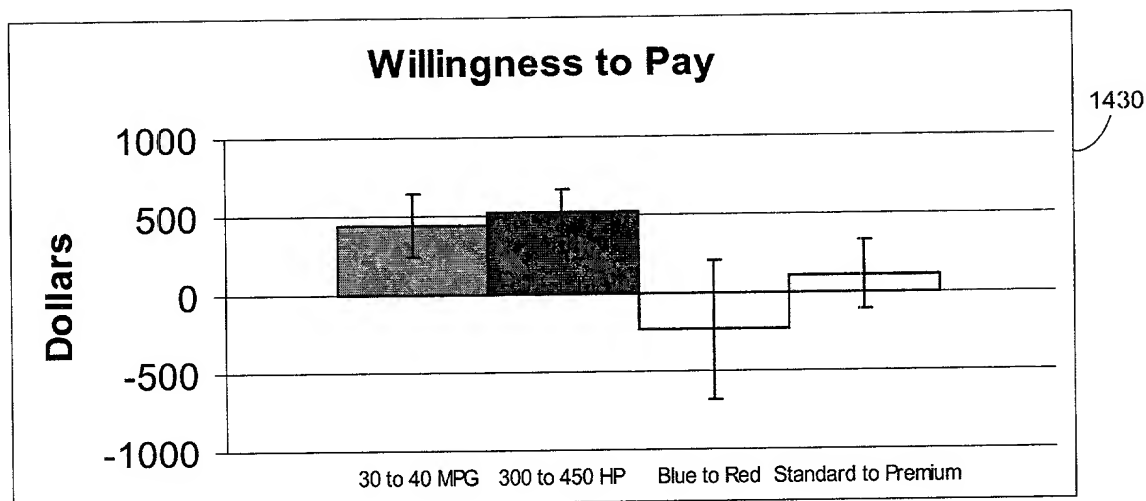


FIG. 14c

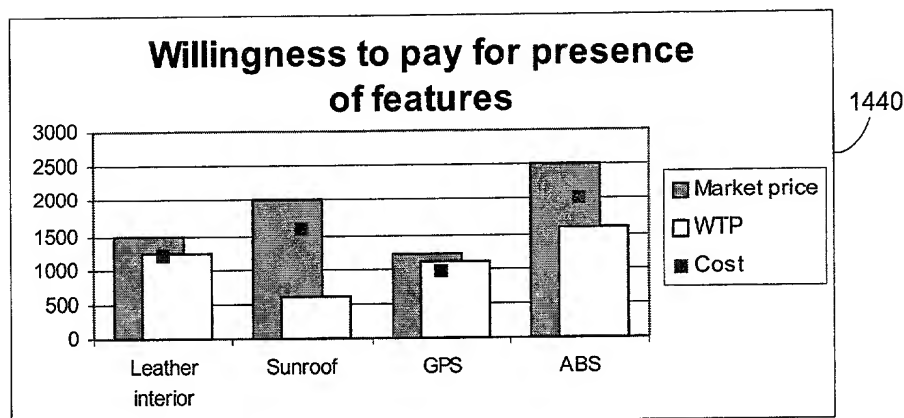


FIG. 14d

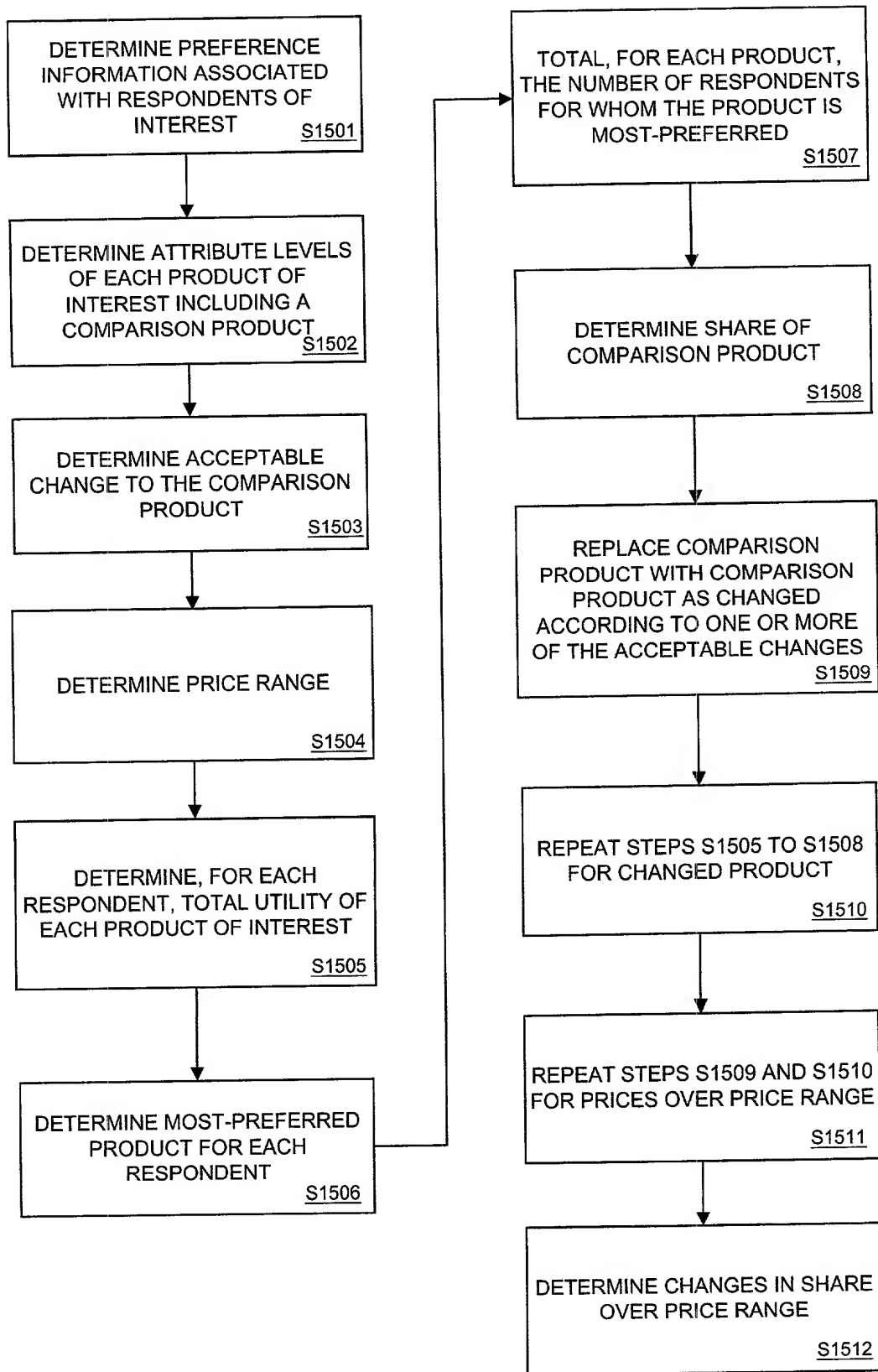


FIG. 15

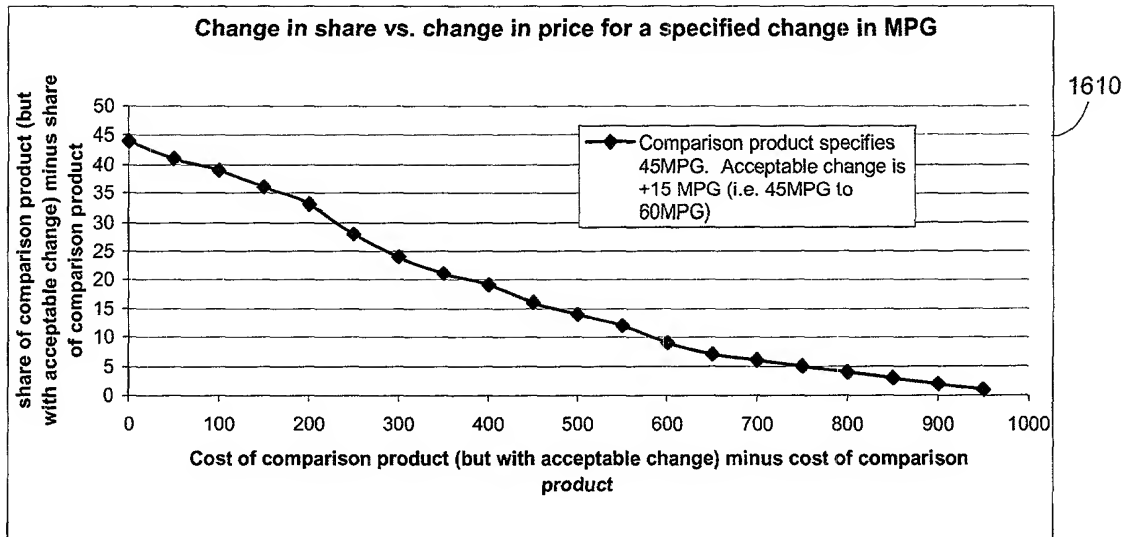


FIG. 16

1700

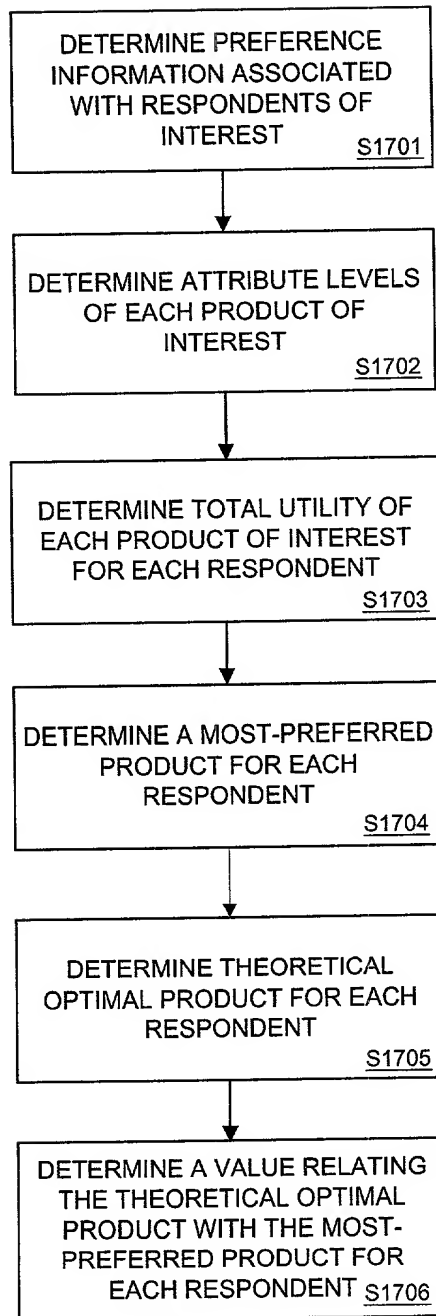


FIG. 17

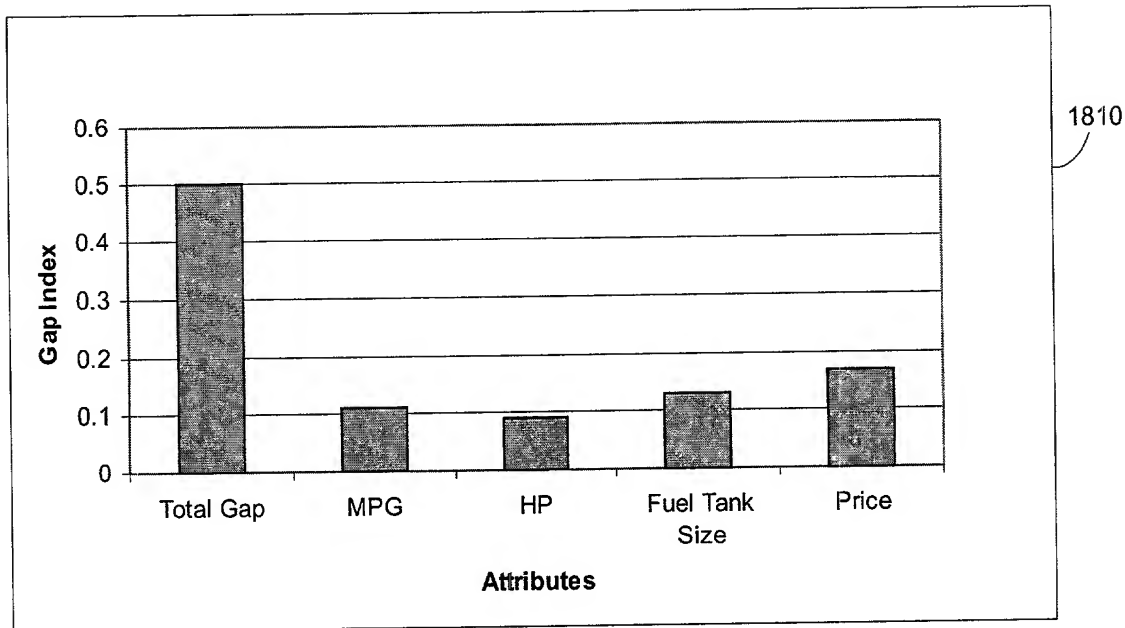


FIG. 18a

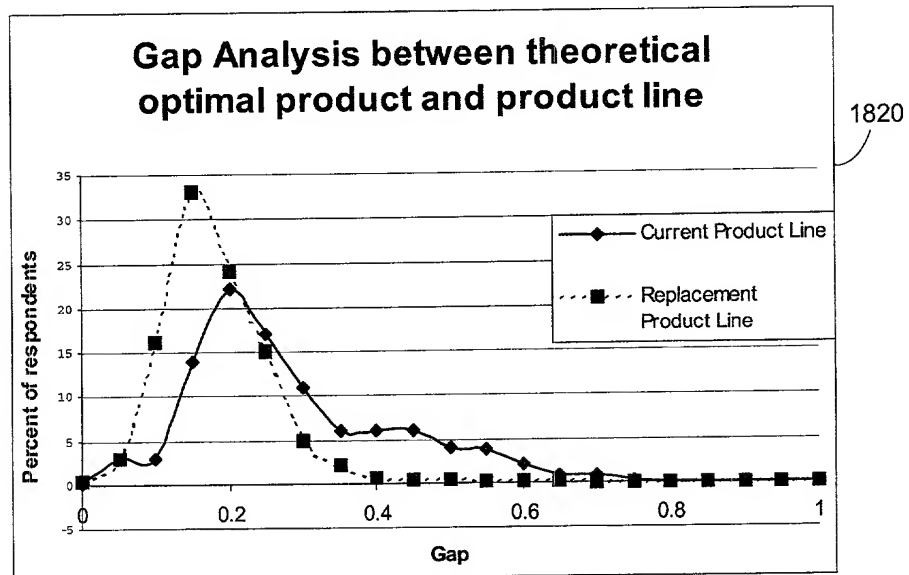
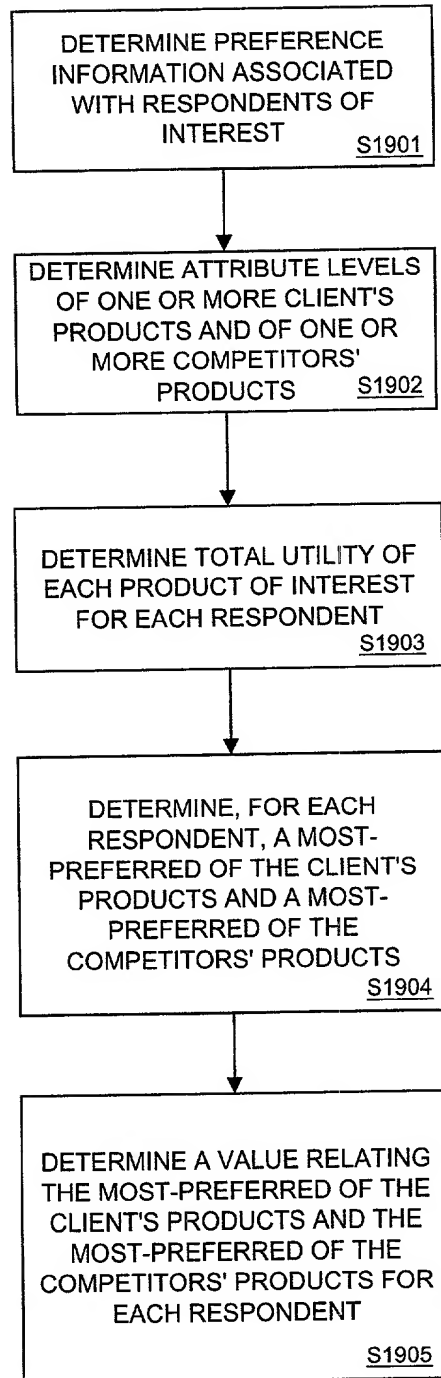


FIG. 18b





1900

FIG. 19

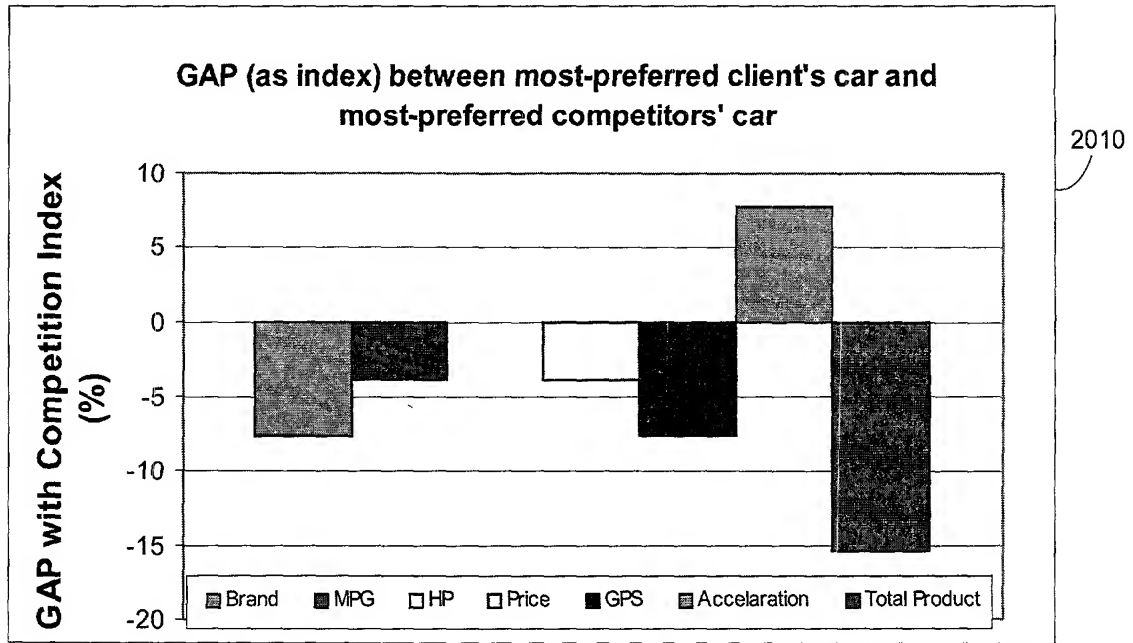


FIG. 20a

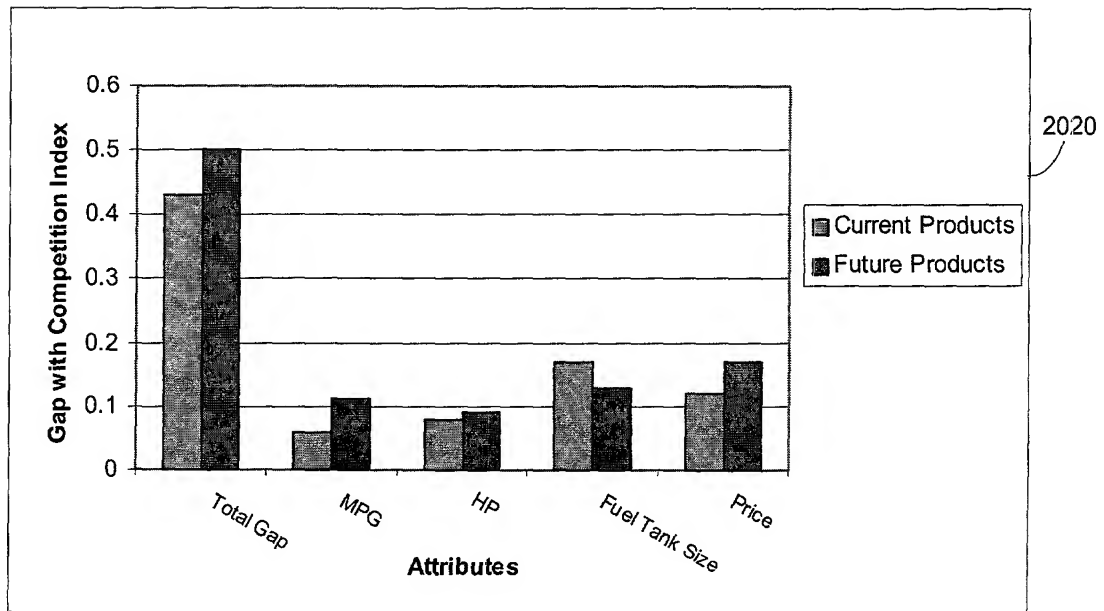


FIG. 20b

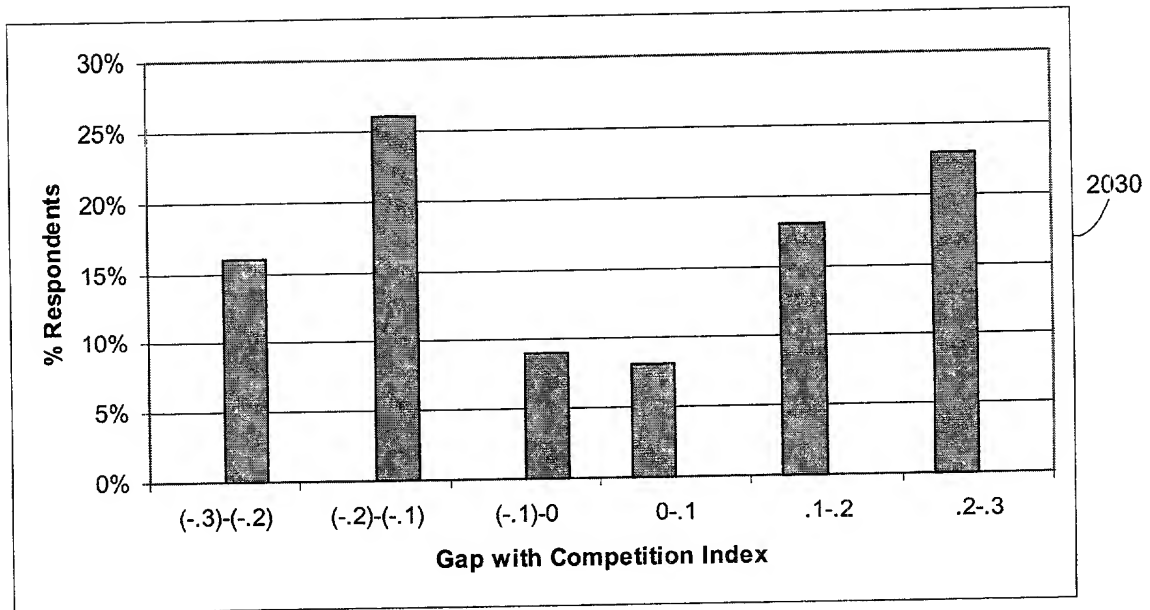


FIG. 20c

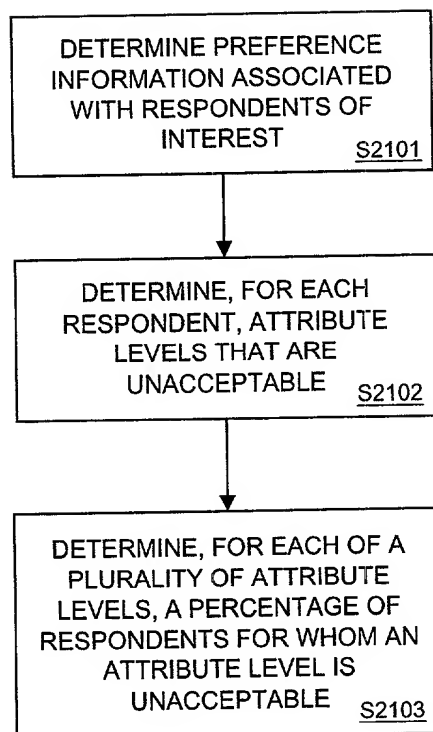


FIG. 21

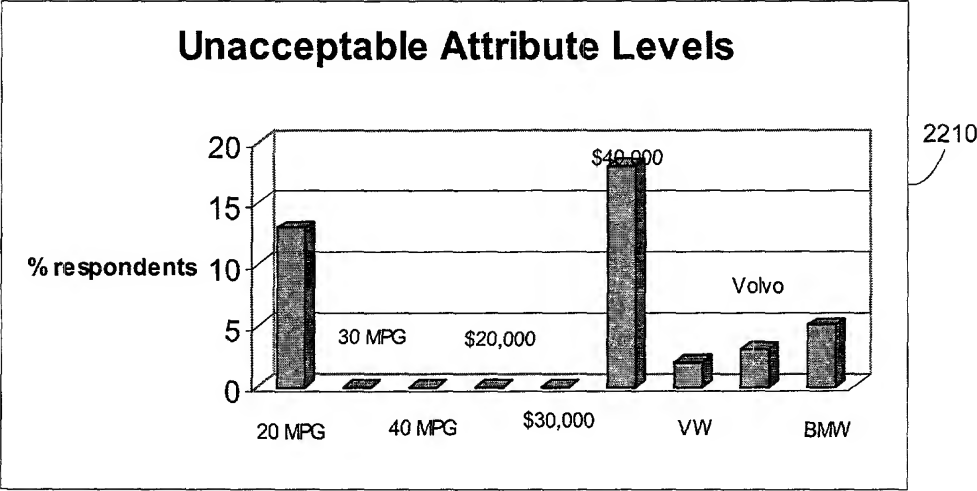
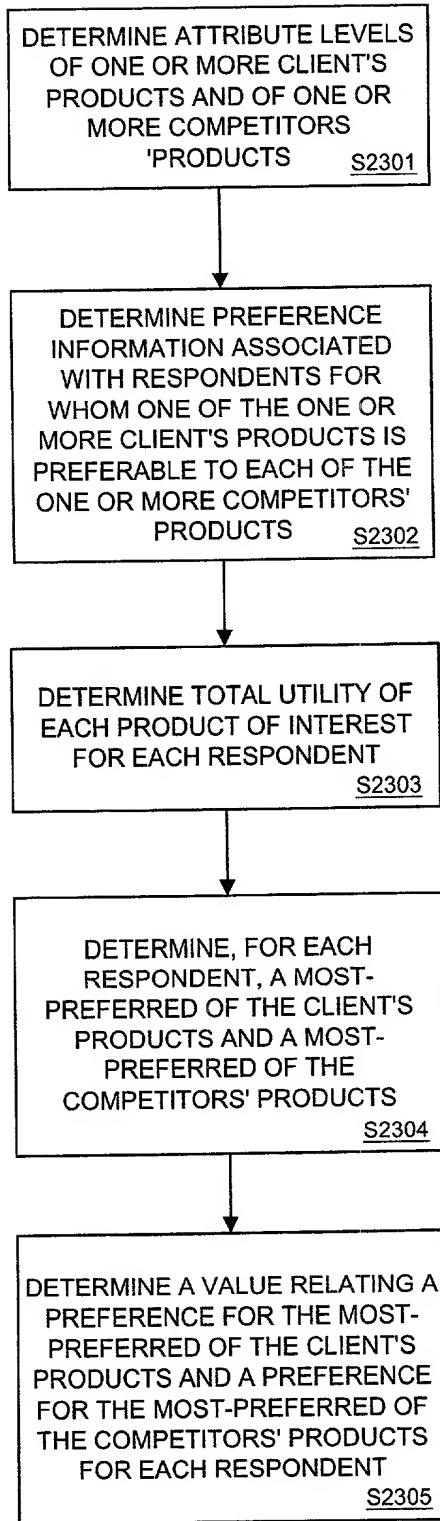


FIG. 22



2300

FIG. 23

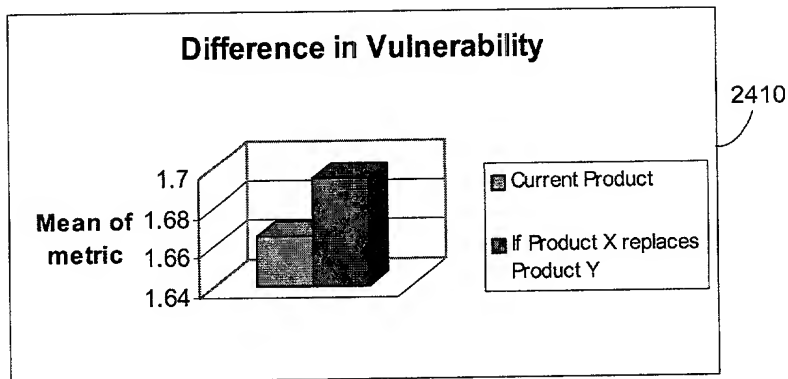


FIG. 24a

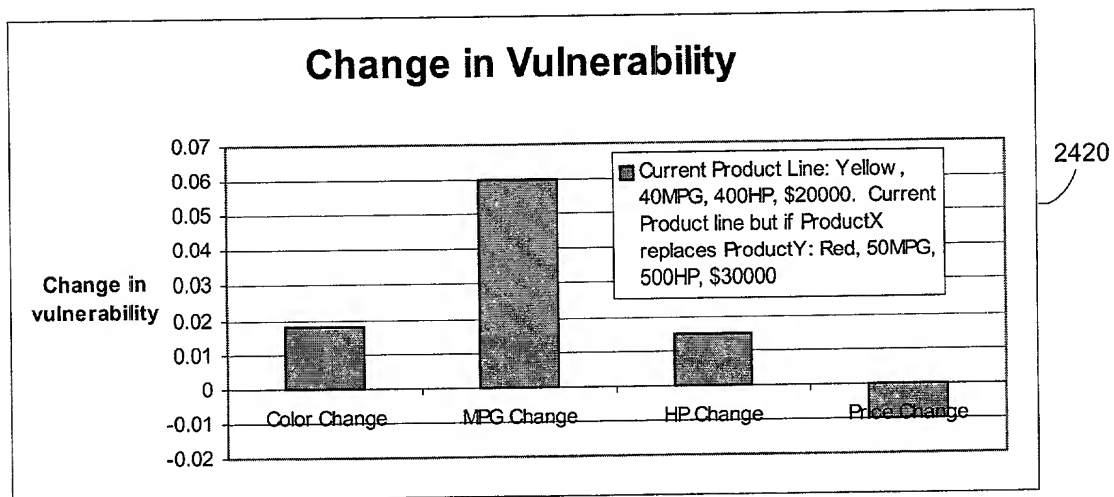


FIG. 24b

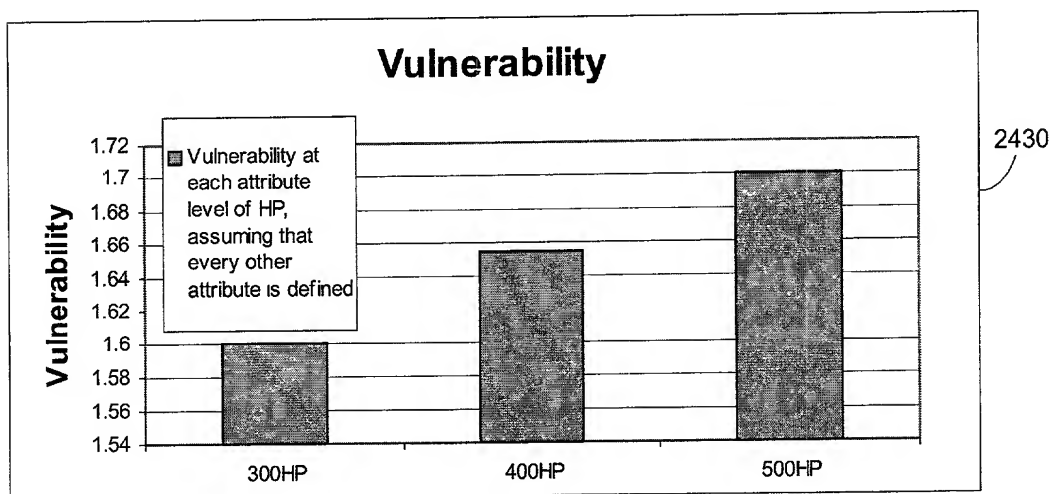


FIG. 24c

FIG. 24d

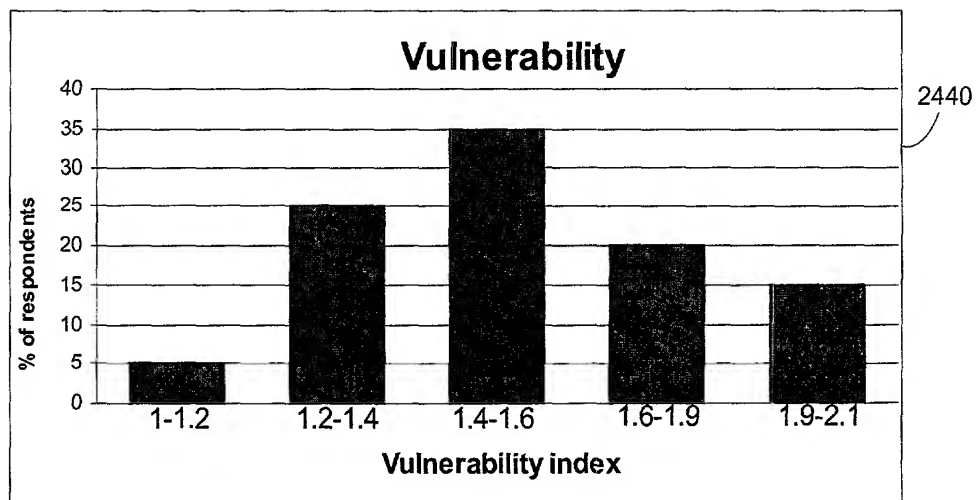


FIG. 24d

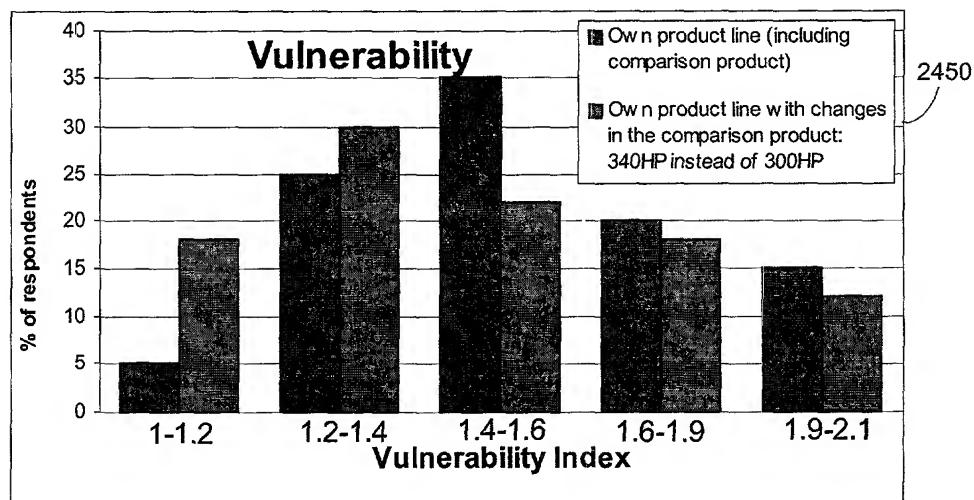


FIG. 24e

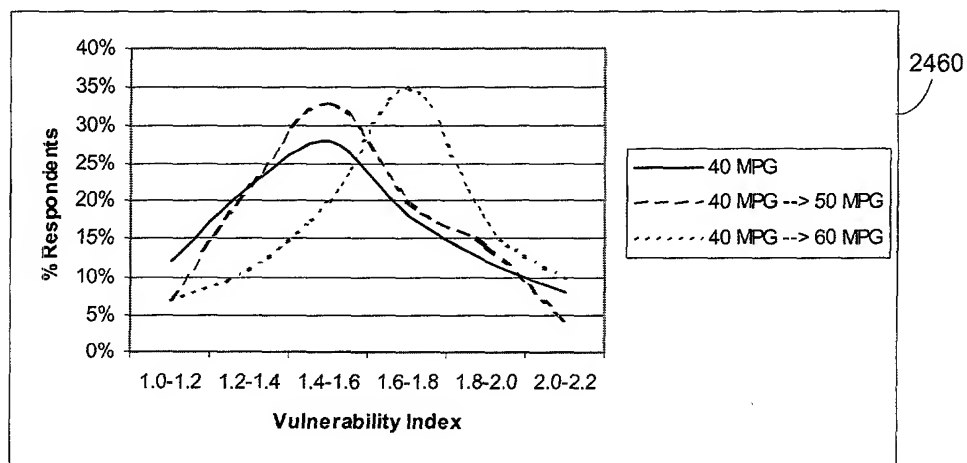
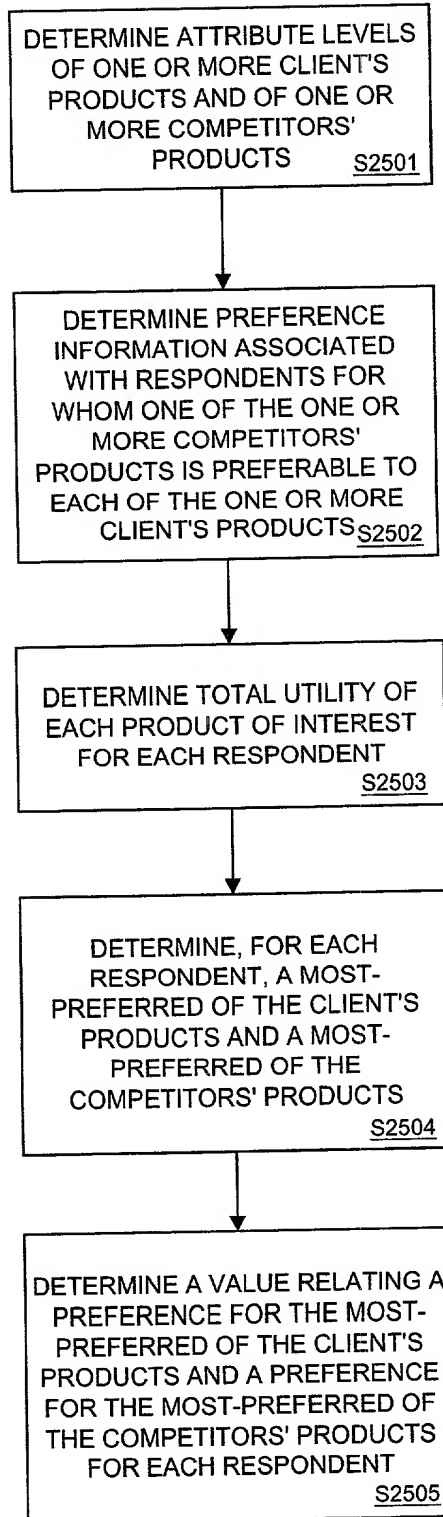


FIG. 24f





2500

FIG. 25

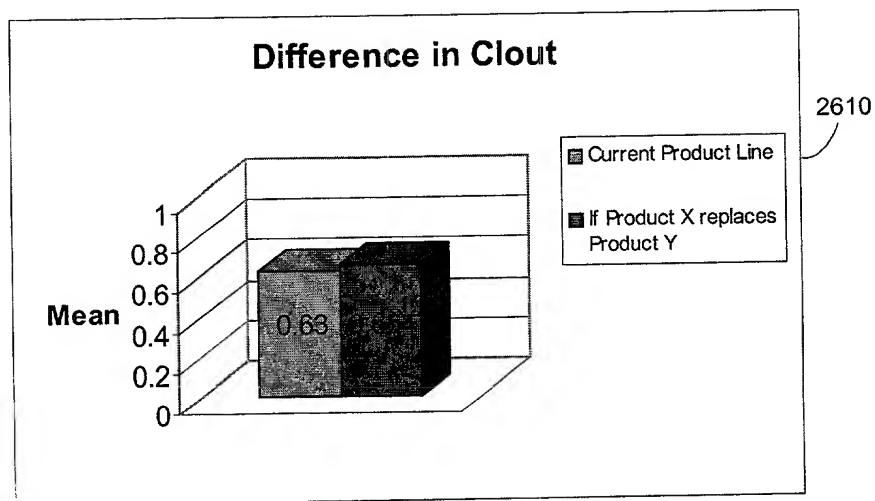


FIG. 26a

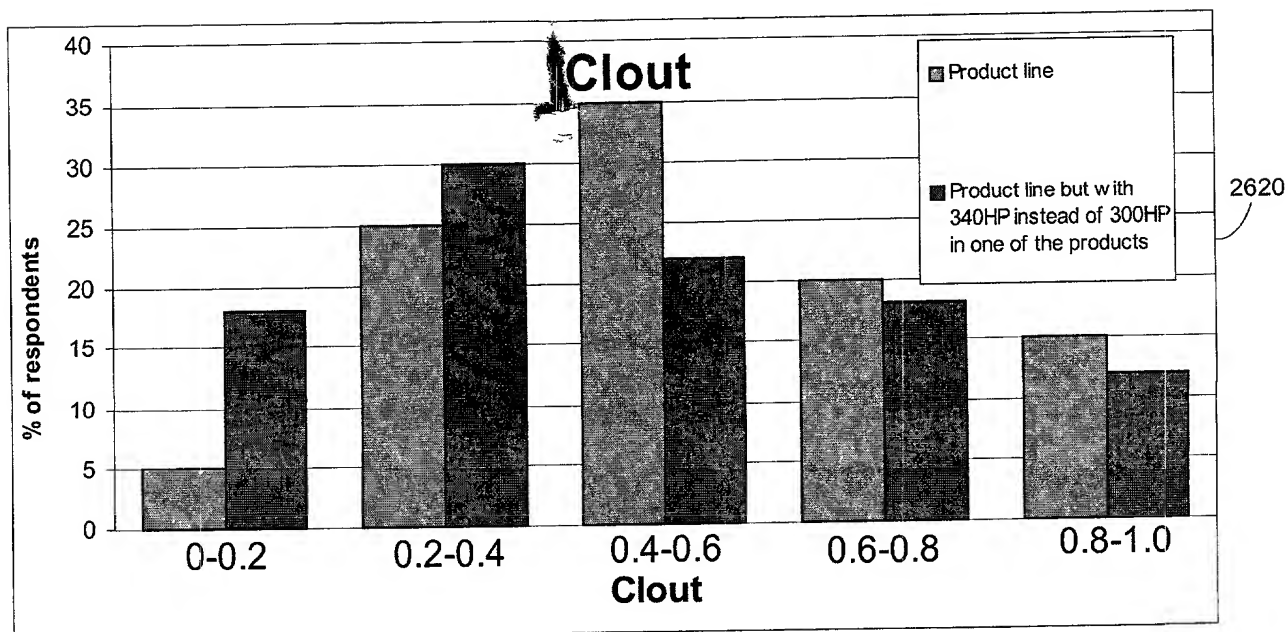


FIG. 26b

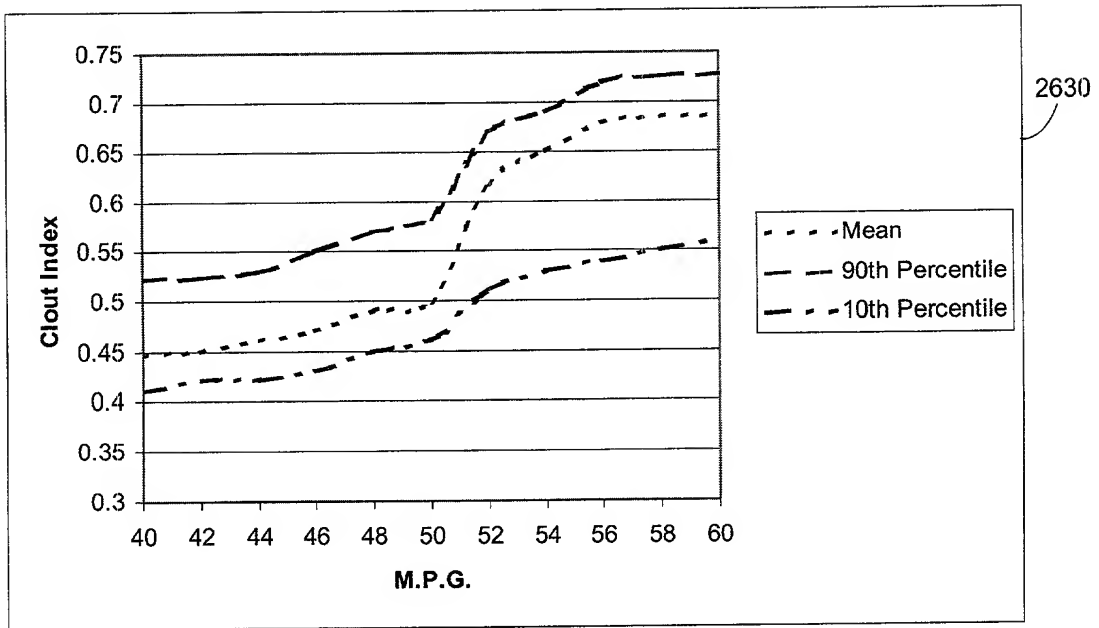


FIG. 26c

2700

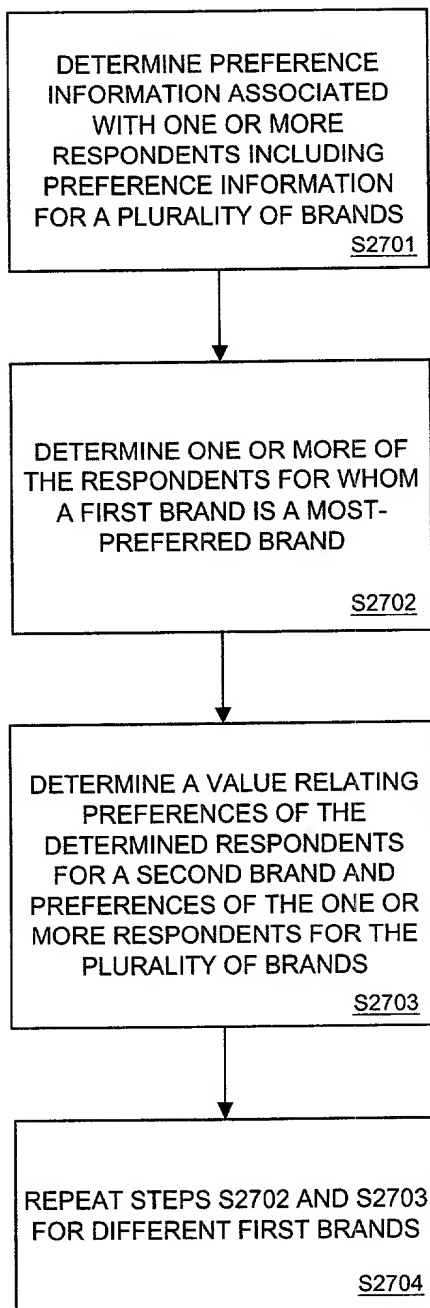


FIG. 27

FIG. 28a

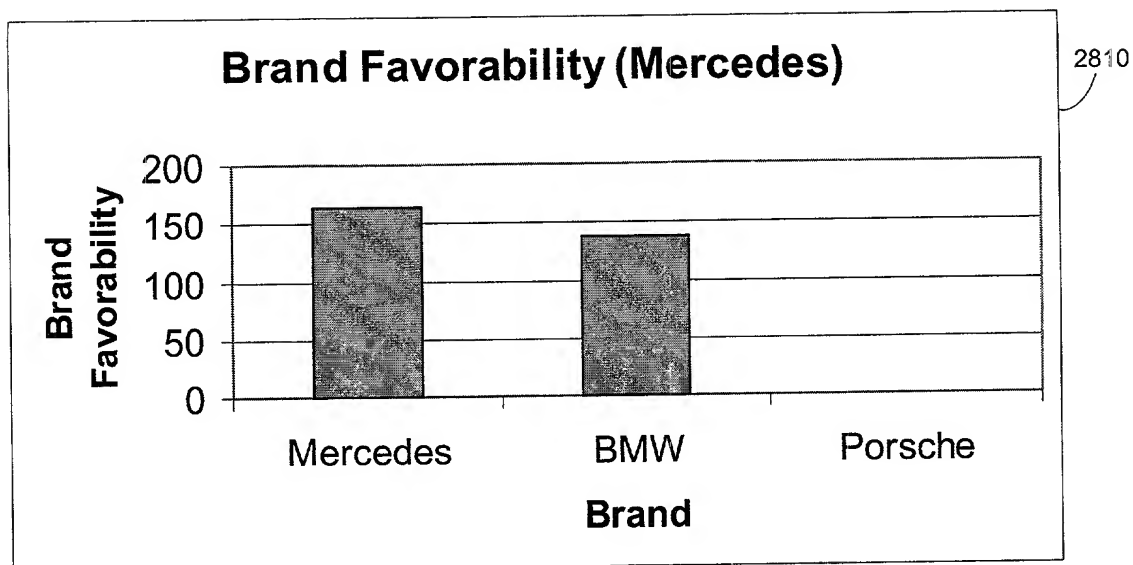


FIG. 28a

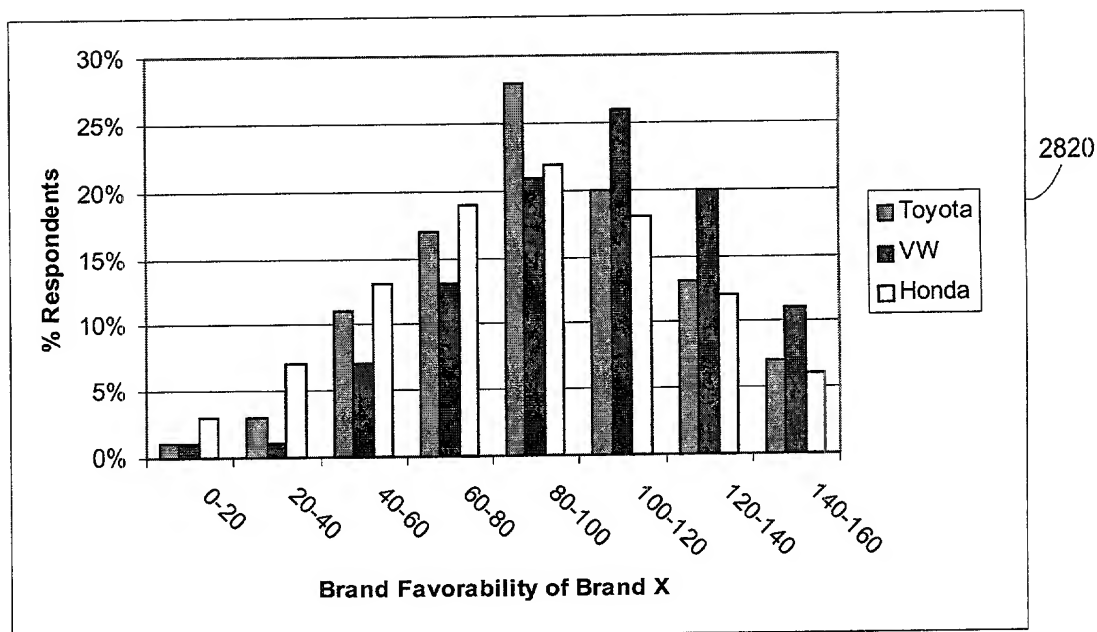


FIG. 28b

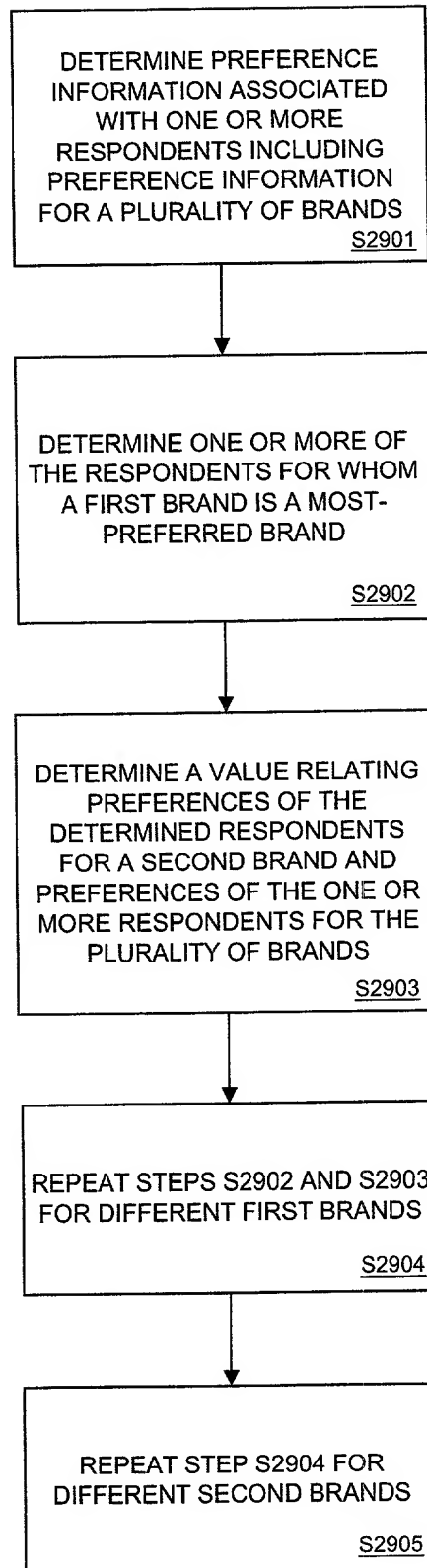


FIG. 29

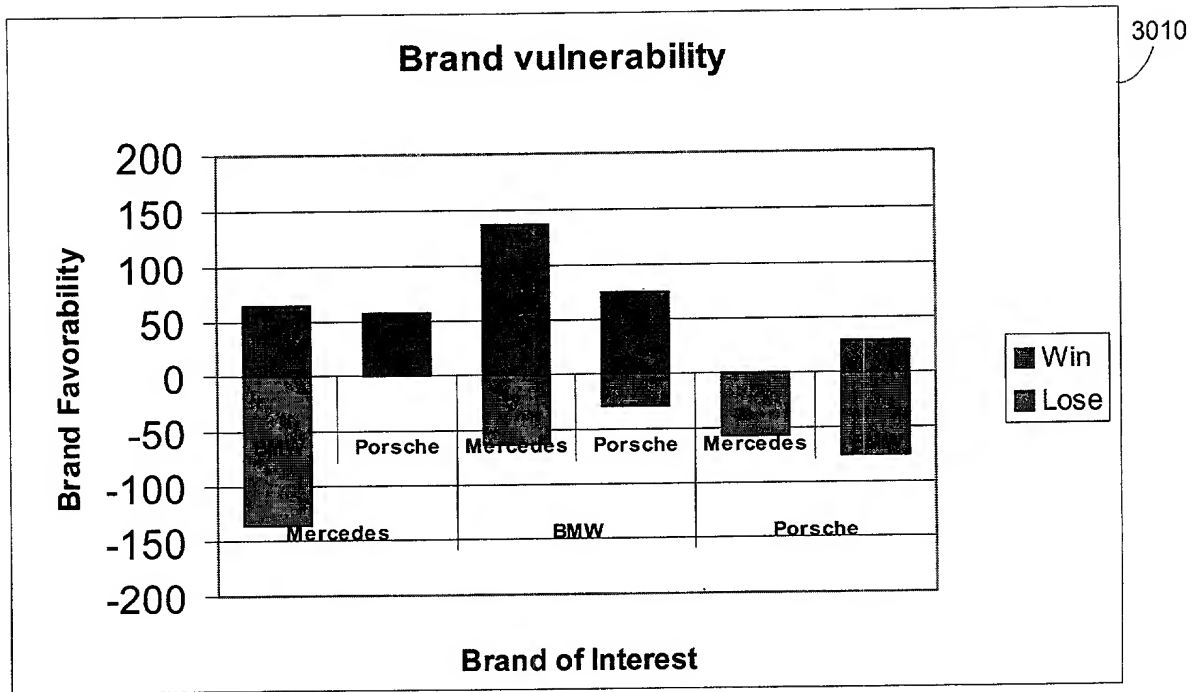
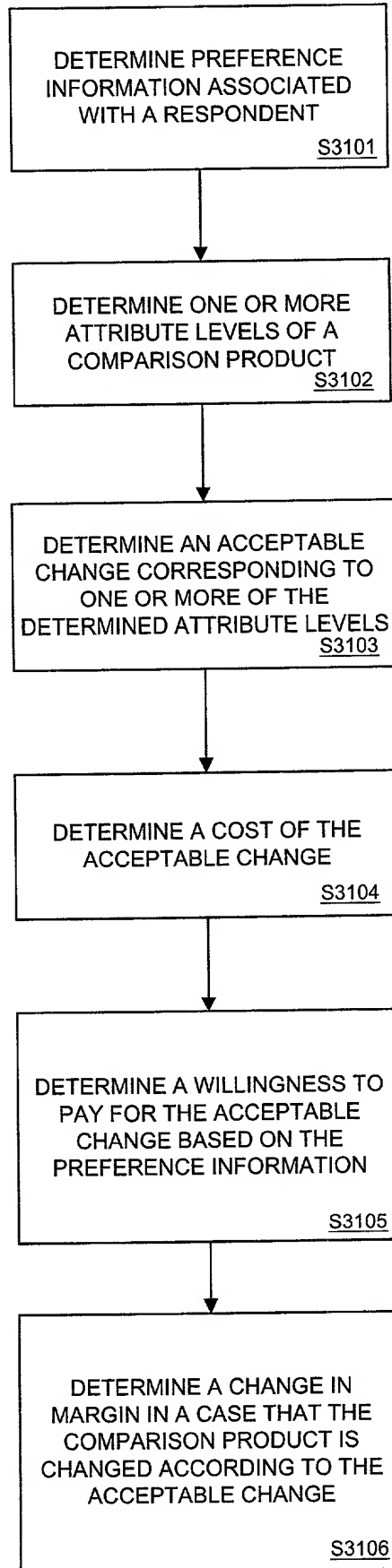


FIG. 30



3100

FIG. 31



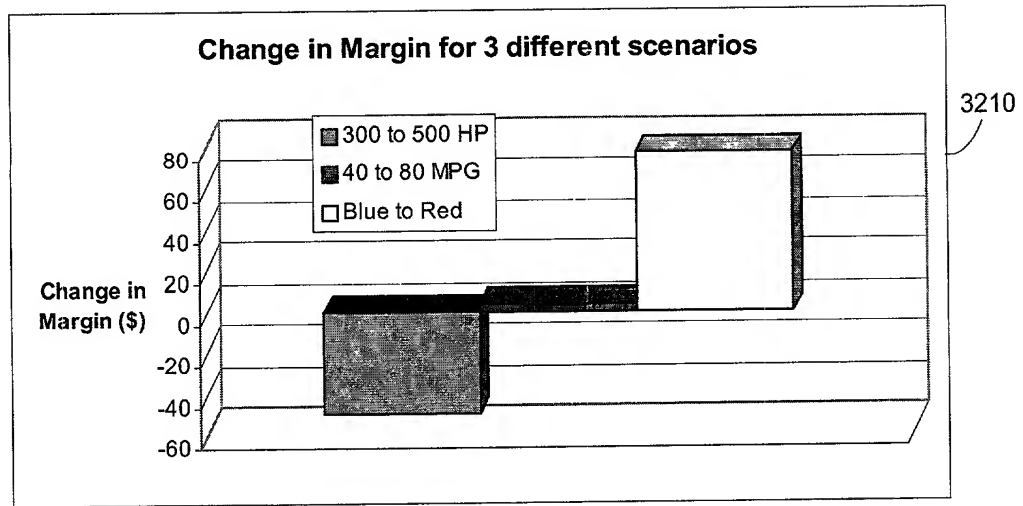


FIG. 32a

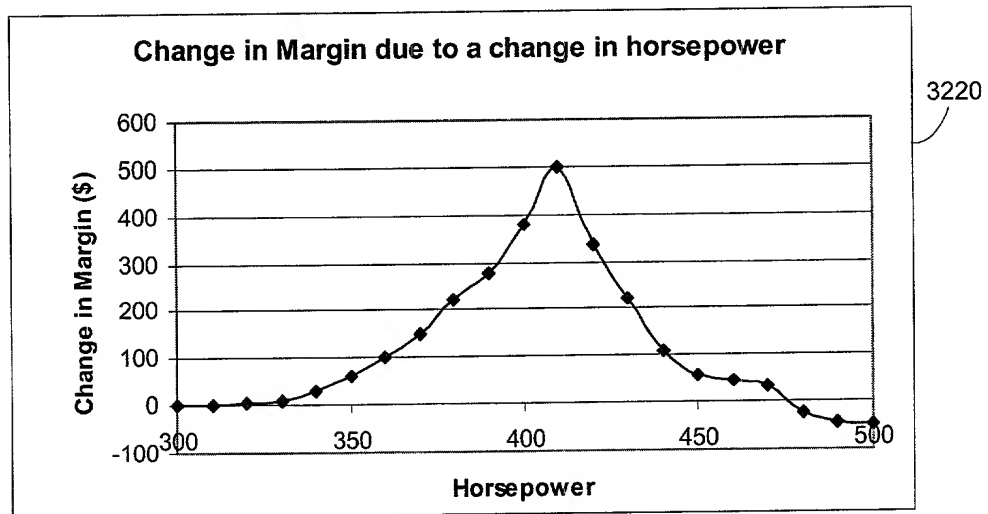


FIG. 32b

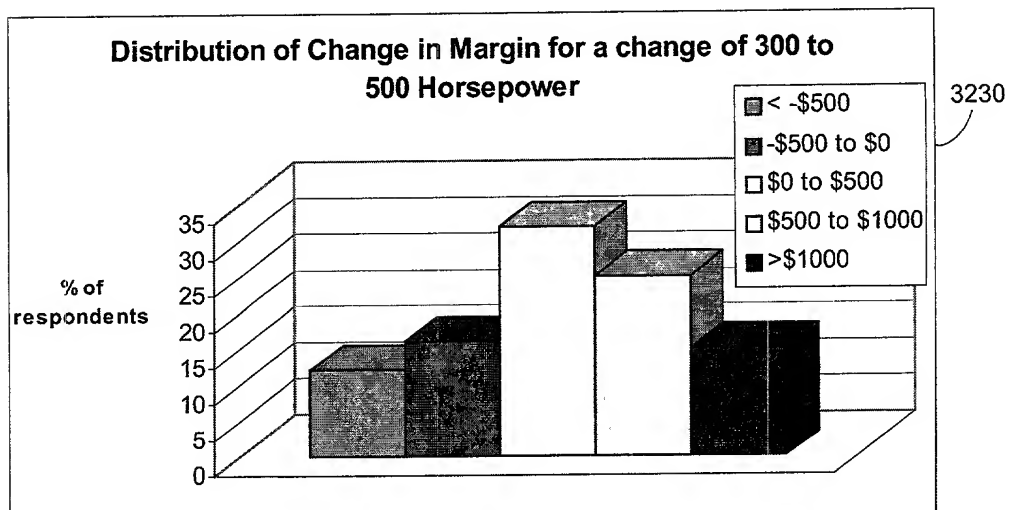


FIG. 32c